Public Information Office
Contact Center Modernization

Copyright Office Modernization
Webinar Series
October 25, 2021

The webinar will begin promptly at 1:00 p.m. ET
SUBMITTING QUESTIONS

To submit a question, use the Q&A dialog box in the lower right corner. You may submit a question during any portion of this webinar; however, questions will be answered at the end of the presentation.

Please note: we may not be able to answer all questions received in the allotted time. Thank you.
WELCOME

George Thuronyi
Interim Head
Public Information and Education Office

Frances Carden
Product Management Division
WHAT IS THE CONTACT CENTER?
WHY MODERNIZE THE CONTACT CENTER?

People

Process

Technology
A LOOK AT PIO: TYPICAL YEAR

Yearly Contacts

Average daily call volume is ~225

170,000+

1% in-person
1% correspondence
1% chat

Most Popular Method

50% email
47% phone
A LOOK AT PIO: FULL TELEWORK

Yearly Contacts

Average daily call volume is ~197

258,000+

Most Popular Method

- 67% email
- 28% phone
- 0.02% in-person
- 2% correspondence
- 3% chat
OUR JOURNEY

Analyzed Current State

Identified Best Practices

Developed Tailored Recommendations
RECOMMENDATIONS

- Optimize Customer Experience
- Streamline Operations
- Leverage Emerging Technology
- Improve Workforce Alignment
- Enhance Data Utilization
OPTIMIZE CUSTOMER EXPERIENCE

• Improve usability and reliability of digital services
• Adopt proven contact center best practices and technologies
• Facilitate timely and accurate delivery of services across all contact channels
STREAMLINE OPERATIONS

• Improve shared services by standardizing technologies across the Copyright Office

• Incorporate targeted solutions such as centralized customer relationship management tools (CRMs) and knowledge management systems
LEVERAGE EMERGING TECHNOLOGIES

• Facilitate adoption of modern contact center technologies to help build and maintain more modern and resilient IT

• Expand commercial technologies and using common solutions to improve efficiency
IMPROVE WORKFORCE ALIGNMENT

• Optimize inquiry escalation to improve customer experience and operational efficiency

• Align staff skills

• Shift lower-tier inquiries by utilizing an evolving centralized knowledge base and advanced technology tools
ENHANCE DATA UTILIZATION

• Leverage operational data as a strategic asset

• Develop long-term, enterprise-wide strategies to better govern data

• Use data analysis to improve decision making and accountability and inform policy-making, innovation, oversight, and learning
Questions?

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Learn More

For More Information
copyright.gov/copyright-modernization

Send Questions To
modernization@copyright.gov