

## PRESIDIO and GOOGLE CLOUD

# Customized Customer Engagement for Public Sector

## THE CHALLENGE:

Modernizing critical infrastructure without disruption

Major cities face increasing pressure to modernize services, enhance citizen experiences, and improve operational efficiency. However, replacing long-standing, reliable systems often present significant challenges, including:

- ◆ **High costs**
- ◆ **Operational disruption**
- ◆ **Loss of institutional knowledge embedded in existing workflows**

Existing conversational IVR solutions are obsolete and do not provide the ability to build personalized Agentic citizen engagement interaction flows across multiple languages. Cities require transformative upgrades. With citizens experiencing high call volumes and increased frustrations, the need for a solution that introduces cutting-edge AI while leveraging, not discarding, significant investments in on-premises infrastructure is vital.

## PRESIDIO'S INNOVATIVE HYBRID SOLUTION: OUTPERFORMING NATIVE CLOUD APPROACHES

Presidio, a global digital services provider with extensive public sector contract coverage across all 50 states (including NASPO, GSA, and others), steps in with a tailored proof of concept (POC) approach. Understanding cities need to integrate new technology with existing systems, Presidio recommends **Google Cloud Contact Center AI (CCAI)**.

This hybrid approach offers cities the best of both worlds: The power of cloud-based generative AI (leverage leading AI models for building multilingual CX AI Agents). Seamlessly integrated with their trusted on-premises call-handling infrastructure. This eliminates the need for a costly and disruptive "rip and replace" strategy often mandated by pure-cloud providers.

## CUSTOMIZATION AND SUPERIOR PERFORMANCE

Presidio's approach prioritizes accuracy and relevance:

### 1. Data integrity:

A custom web scraper is used to ingest only accurate, verified knowledge articles from official public websites, preventing the LLM from learning incorrect or irrelevant information.

### 2. Tailored AI responses:

Custom summarization prompts are developed to guide the Gemini LLM in generating concise, relevant, and helpful answers for 311 inquiries.

### 3. Intelligent call flow:

A hybrid dialogflow agent combines the generative power of the LLM with direct routing for more straightforward queries, optimizing efficiency and accuracy.

## Customized Customer Engagement for Public Sector with Google Cloud

### THE OUTCOME: A CLEAR PATH FORWARD

Presidio's POCs significantly outperform the competition. The Presidio 311 bot delivers faster, reliable, and more accurate responses, effectively handling a large volume of calls via self-service while staying strictly within the bounds of relevant 311 information.

Our projects aim for success metrics that include:

- ◆ **High level of self-service resolution**
- ◆ **Over 90% speech recognition accuracy**
- ◆ **Targeted CSAT score >80** all while ensuring robust handling of emergency calls and seamless data transfer to human agents when needed

### WHY PRESIDIO

Presidio partnered with a large metropolitan government organization to modernize its customer engagement experience through an advanced voice-enabled IVR solution. The project included remote design workshops and detailed documentation, followed by the creation of a secure cloud environment leveraging Google Engagement Platform. Presidio developed a multilingual voice and DTMF-enabled IVR integrated with Contact Center platform. Key features included account verification, payment extensions, and real-time API integrations; all enhanced with text-to-speech capabilities. The entire experience was fully conversational and multilingual.

This engagement highlights Presidio's core strengths:

- ◆ **Hybrid infrastructure expertise:** Seamlessly blending cutting-edge cloud AI with existing on-premises investments.
- ◆ **Customized solutions:** Tailoring technology to specific client needs.
- ◆ **Deep public sector understanding:** Navigating complex requirements and delivering solutions that meet performance, security, and accessibility standards.
- ◆ **Proven results:** Increase citizen experiences through technology modernization.

Presidio empowers public sector organizations to innovate confidently, bridging the gap between legacy systems and future-ready technology without compromising existing investments.



### INTERESTED IN LEARNING MORE?

Reach out to your Presidio Account Manager or our Google Public Sector Business Development Manager, Conor Hart ([conorhart@presidio.com](mailto:conorhart@presidio.com)), to schedule a demo of our Presidio 311 bot.

Contact Presidio today: [www.presidio.com](http://www.presidio.com)