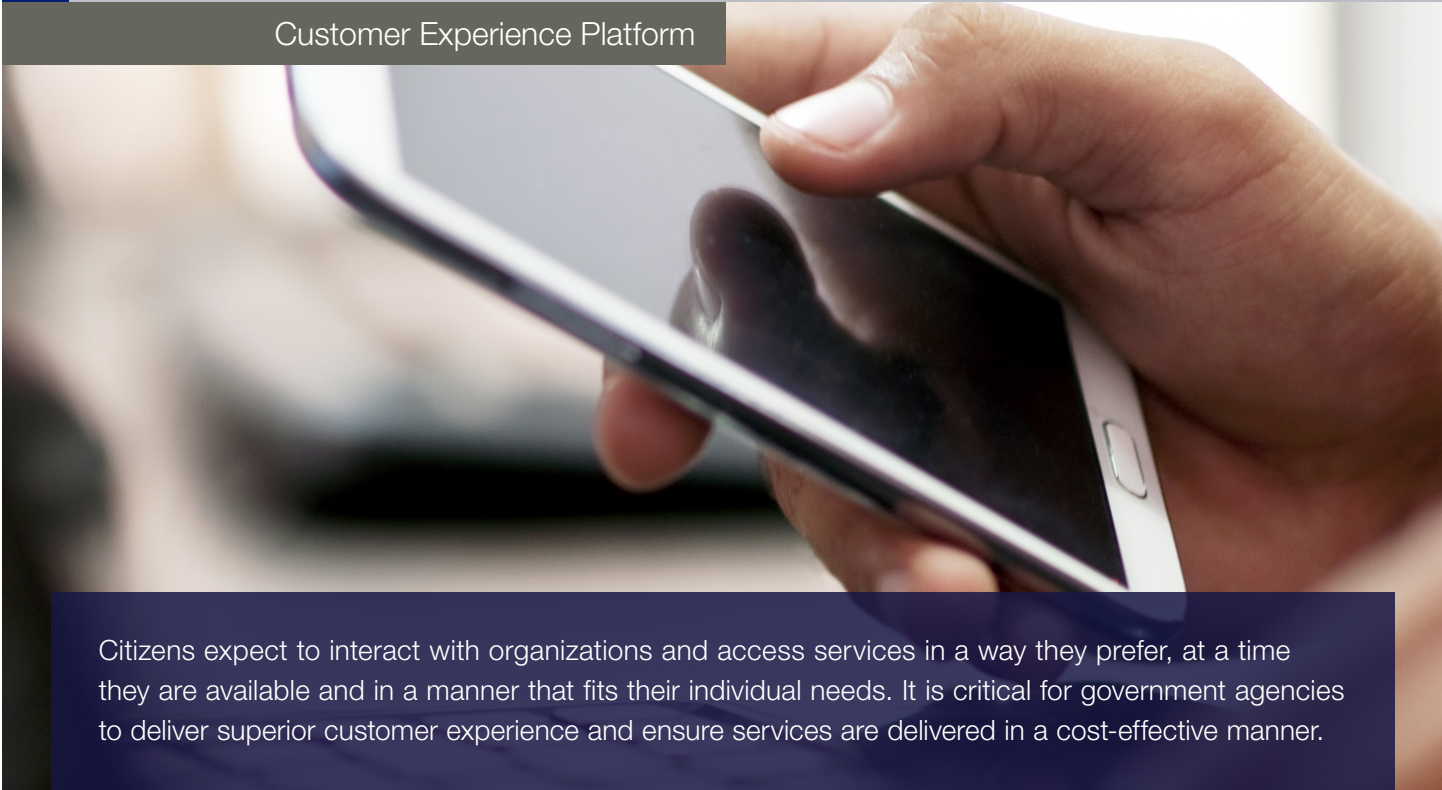


# Delivering Secure, Scalable and Customizable Contact Centers

FACT SHEET

Customer Experience Platform



Citizens expect to interact with organizations and access services in a way they prefer, at a time they are available and in a manner that fits their individual needs. It is critical for government agencies to deliver superior customer experience and ensure services are delivered in a cost-effective manner.

## FedRAMP-Compliant Contact Center Solution

The General Dynamics IT Customer Experience Platform (CXP) is designed for government agencies and organizations that require scalable and tailorable contact center operations.

A FedRAMP-certified cloud-based solution, the CXP provides a full range of technology capabilities to customize and operate contact centers of any size, supporting organizations' security and privacy requirements.

### BENEFITS

- Service access delivered across communication channels, providing choice, low customer effort and fast, accurate inquiry resolution
- Sophisticated, multi-channel contact centers support unlimited agent deployments to achieve operational flexibility
- Unlimited scalability across geographies to meet the needs of large and dispersed contact centers
- Advanced customization and third-party system and application integration to meet unique requirements
- Integrated self-service, analytics, workforce and back-office optimization for peak performance
- Customer Relationship Management provides dashboard reporting of customer experience and key performance indicators
- Flexible deployment for on-premise, cloud or hybrid configurations
- FedRAMP compliant – a government-wide standardized approach to security assessment, authorization and continuous monitoring for cloud products and services



## Superior Customer Experience and Flexible Deployment

The CXP leverages Genesys technology to deliver the functionality required by contact centers of varying needs for an enhanced customer experience. The CXP enables quick and easy modernization of contact centers with options for cloud and on-premise deployment. Most importantly, the solution ensures customers can receive the information they need at the time they want it and in a way they want to access it.

## Secure Platform for Contact Center Operations

A platform as a service solution, the CXP is built on General Dynamics IT's enterprise-level, FedRAMP-compliant infrastructure as a service. The GDIT Cloud provides security, visibility and enhanced performance through proactive monitoring, alerting and maintenance without service interruption.

### CXP FEATURES

- Analytics
- Multi-channel interaction management and workforce optimization
- Proactive communications
- Routing
- Self-service interactive voice response (IVR)
- Session initiation protocol (SIP) communications services
- Supervisor and agent functionality
- Third-party integration

## Trusted Provider

General Dynamics IT provides a full range of contact center services including facilities, technology, processes, security, staffing and training:

- Four out of 10 Americans engage with a General Dynamics IT contact center
- Designed, manage and operate 17 large-scale, multi-channel contact centers
- Handle and protect large volumes of personally identifiable information
- Mobilized 11 new contact centers in six months
- Recruited, trained and onboarded nearly 6,000 Customer Service Representatives in a single month
- Provide integrated, end-to-end customer support to 1-800-MEDICARE – serving 54 million beneficiaries and 11 million Marketplace consumers

### About General Dynamics Information Technology

As a trusted systems integrator for more than 50 years, General Dynamics Information Technology provides information technology (IT), systems engineering, professional services and simulation and training to customers in the defense, federal civilian government, health, homeland security, intelligence, state and local government and commercial sectors. Headquartered in Fairfax, Va., with major offices worldwide, the company delivers IT enterprise solutions, manages large-scale, mission-critical IT programs and provides mission support services. General Dynamics Information Technology is one of two business units that comprises the General Dynamics Information Systems and Technology business group.

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