

Face Value

Driving Contact Centre Efficiency with Video Technology

Across Canada, governments are working to deliver more services digitally. But identity proofing often remains a stumbling block.

Citizens must travel to service centres, creating more delays, costs, and accessibility challenges.



Challenges

- Access barriers for citizens
- Rising costs to operate in-person contact centres
- Security concerns and fraud prevention
- Services unable to scale with growing populations

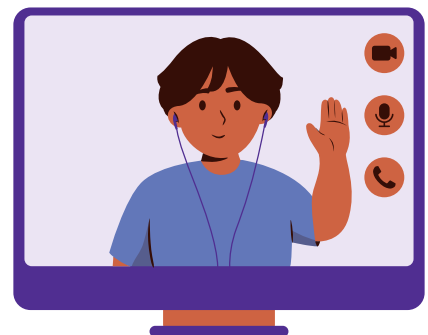
Solution

- A secure and convenient way for citizens to verify their identity remotely
- Reduce reliance on physical locations
- Align with data residency and compliance requirements
- Enhance ability to scale on demand

Benefits

- **Reduce costs** and reliance on in-person facilities. Maximus clients saw over **120,000 site visits diverted** annually
- Gain actionable insights with **reporting and analytics**
- **Eliminate travel time** to boost efficiency and equitable access for citizens, especially in remote and rural areas

Video Identity Verification is a secure, cloud-hosted service that empowers people to confirm their identity remotely. Integrated with existing government programs and identification, video verification reduces the need for in-person visits and supports faster access to healthcare, housing, tax, and other government services.



Proven Experience: *VbV in BC*

In BC, Maximus and Service BC deployed Verified by Video (VbV), integrating Pexip Infinity video services directly with Genesys Cloud's contact centre platform.

In 2024, a small team of Maximus video agents diverted **120,000+ in-person identity verification visits**. Besides improving accessibility, this opened up capacity at physical locations to manage other services.



Real World Application | Real Results

WHAT |

A citizen scans their BC Services Card using the IDIM mobile app. They choose the Verified by Video option.

HOW |

The app connects to a secure Pexip video room, which dials into a Genesys Cloud queue.

NOW |

A Maximus contact centre agent joins the call, compares the live video with the government ID photo, and confirms key personal details - all in real time.

WOW |

Once verified, the citizen can access services like Health Gateway, BC Housing, CRA, and more.

Why Maximus?

- Compliant with GC Cloud Guardrails, ITSB-89, KYC standards, and provincial privacy regulations.
- End-to-end integration expertise across contact centre, video, and reporting solutions, including **Genesys** and **Amazon Connect**.
- Innovation roadmap that future-proofs digital government services.

Part of a Digital Identity Ecosystem

Our **Video Kiosk** solution brings government services even closer to citizens, whether in remote towns or during disaster response.

By virtualizing Maximus contact centre agents through secure video conferencing, our mobile, scalable kiosks ensure citizens can access critical services when and where they need them.