

Enhancing Digital Influence & Engagement

How to map citizen-customer journeys to
improve efficiency & effectiveness

Enabling a Modern Digital Government



Workflow Efficiency



Access and Transparency



Increased Engagement



Driving Outcomes



Meeting Automation



Board & Commission Management



Website Design & Management



Video Streaming



Communication Platform



Interagency Cross Promotion



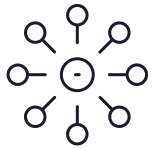
Advanced Communication Platform



Digital Engagement Services

Citizen-Customer Expectations

MODERN EXPERIENCE



75%

consumers expect a consistent experience across channels.



66%

of Millennial consumers expect real-time responses & interactions.

WHERE THEY ARE



60%

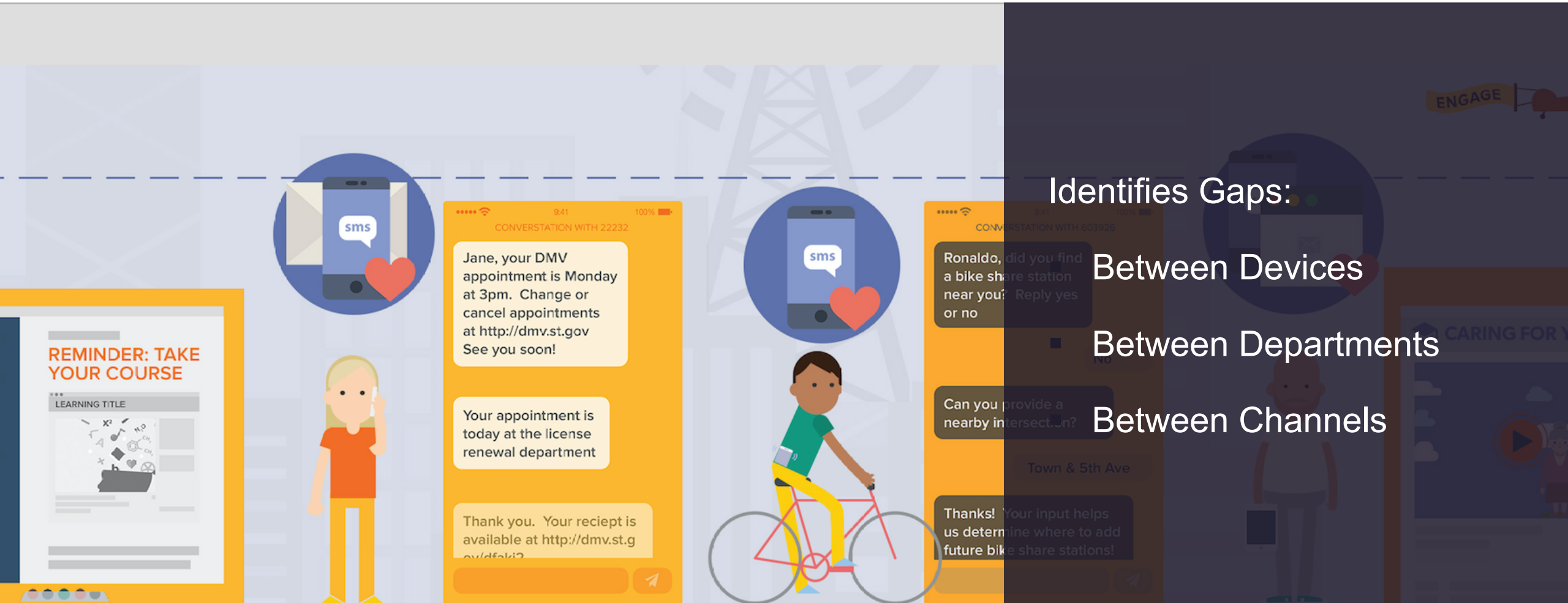
of all website traffic comes from smartphones—and this number grows every day.



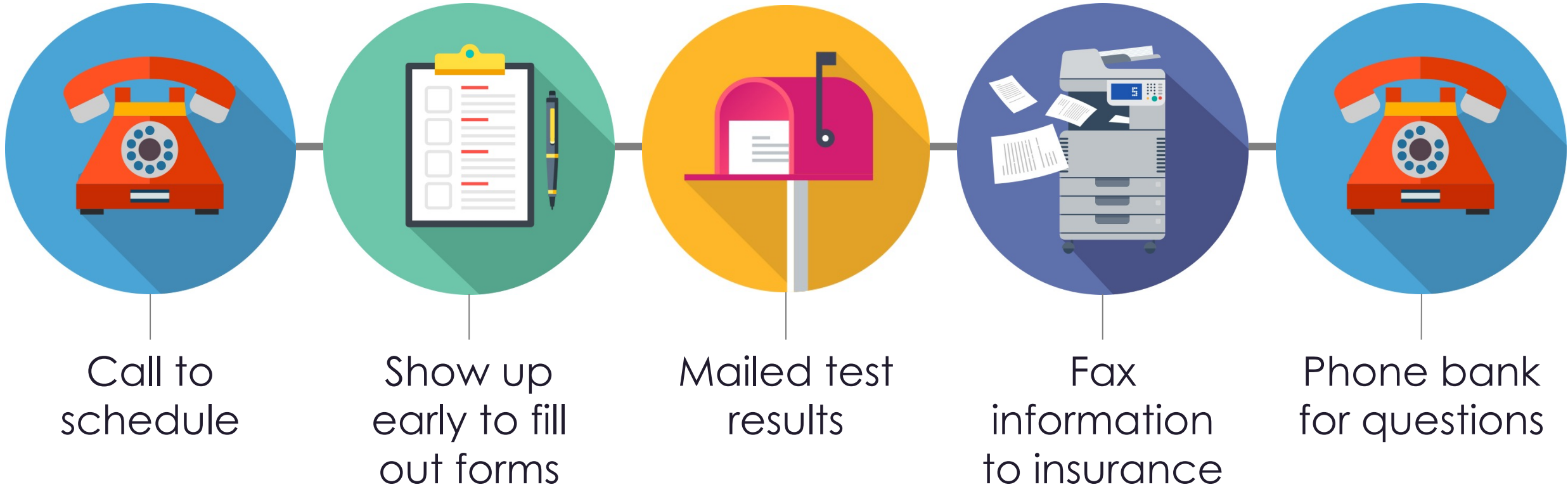
81%

of survey respondents reported use of help or FAQs on a company's website vs all other channels.

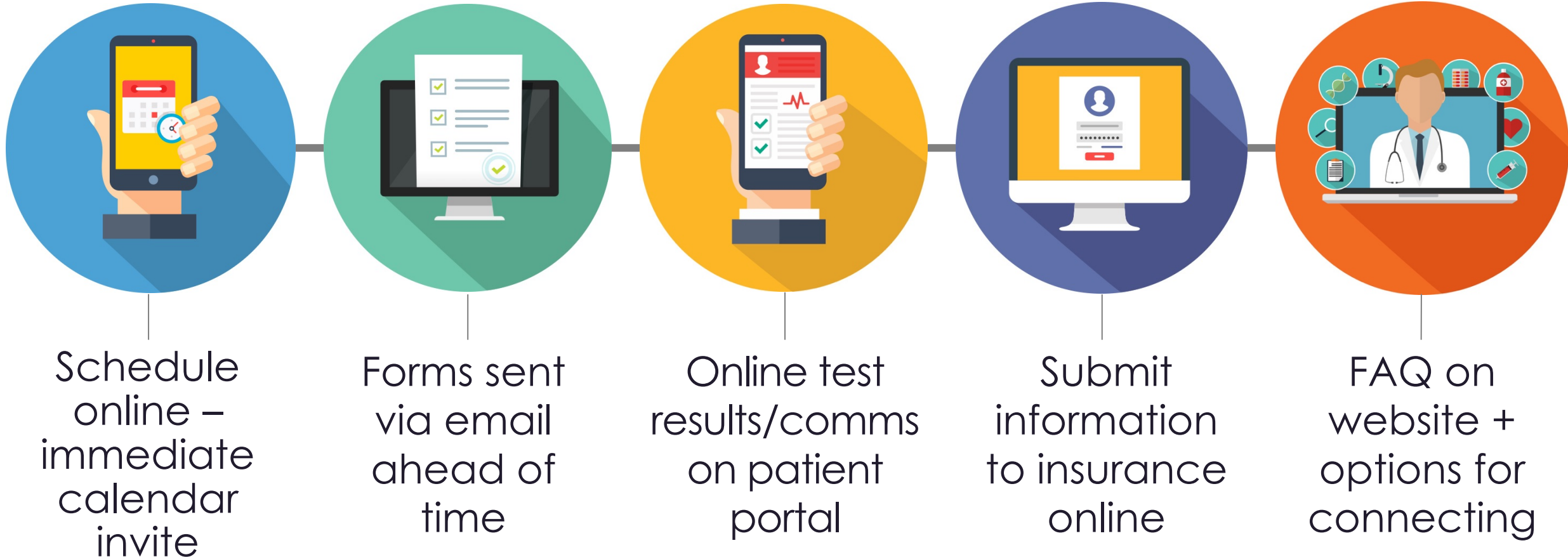
Citizen-Customer Journey Mapping



Disjointed Customer Journey



Modern Customer Journey



Modern Citizen Digital Journey



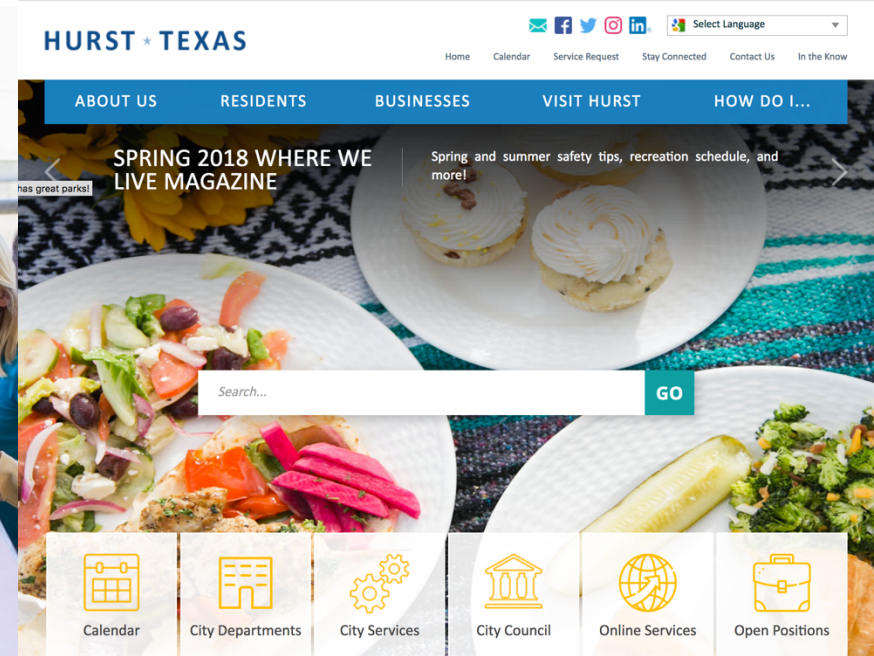
CDC

Immediate: Current information on Zika while traveling



MI Dept of Education

Proactive: Multiple channels to promote summer meals



Hurst, TX

User-Friendly: Website matches citizen needs

Where to Start

1. Get the tools you need

- Web & social analytics
- Survey data

2. Step out of your work stream

- Connect with peers
- Put yourself in the citizen shoes

3. Start small

- Implement adjustments
- Monitor changes





Benefits – Efficiency and Effectiveness

- + No Longer a Guessing Game
- + Measure Your Results
- + Less Inbound Inquiries
- + Save Resources

**= Increase Your Impact,
Demonstrate Your
Value**

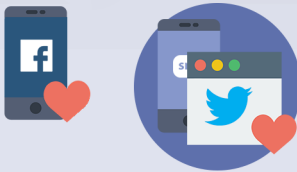


Experience Lab

Digital
Ads



Social
Media



Content



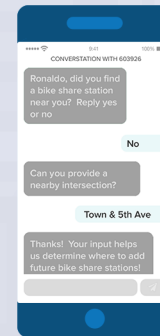
Email
Outreach



Network
Partnerships



SMS
Messaging



Landing
Pages



Analytics +
Reporting



DECISION

INFLUENCE

AWARENESS



1.00 - 2.00 P.M.

Develop an Effective Communications Strategy

Lyndsay Booth & Amy Pinder, Granicus



2.15 - 3.15 P.M.

Step Up Your Communications Game

Nick Geier & Amy Pinder, Granicus



3.30 - 4.30 P.M.

Step Up Your Communications Game

Nick Geier & Amy Pinder, Granicus



We Are Your Partner



Thank you

