



3 Tips in 15 Minutes:

Building Engagement with Digital Government Experiences

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Today's Speaker



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Vice President of Platform
& Digital Transformation
Granicus

Market Communication



Tip #1: Identify Your Key Use Case and Desired Outcomes

- ✓ **Understand which internal stakeholder is seeking engagement**, identify their jobs to be done to identify strategy, communications and technology best fit to achieve the goals
- ✓ **Understand what existing engagement looks like** by evaluating where and how people are engaging
- ✓ **Identify who is engaging and if the population is representative of the customers you aim to serve** so you can better segment, personalize and understand where/how they choose to engage
- ✓ **Go to where your users already are**, don't make them come to you

Use Cases | Comms

Job to be done: When a Communications Director is developing a brand, messaging or campaign strategy, they want to understand their audience so that it is representative, impactful, and actionable for them.

What would you like to see more of in the podcast?

- Interviews
- Current Affairs
- Council Vision

Submit

View Results

Crowdsource content creation

Engagement	Digital Savvyness	Council Sentiment
• Squaky wheels	• Laggard	• Disguntled - Hates council
• Typical consumer	• Familiar with tech	• Neutral
• Hard to Reach	• Tech-savvy	• Appreciates council

Use input to segment community & personalize comms

Outcomes Delivered

- ✓ Understand and quantify community pain points
- ✓ Easily receive and share community stories
- ✓ Uncover themes to verify and refine positioning
- ✓ Identify key segments and what matters to them

Use Cases | Digital Teams/IT

Job to be done: When digital teams make a change to the website or service offering, they want to use data to assess the impact and optimize it over time so that they can make decisions that improve the end-user experience.

Measure sentiment on key workflows

The screenshot shows the City of Point Russell website. At the top, there is a search bar and navigation tabs for Residents, Business, Community, Government, and Development. Below the navigation, there is a breadcrumb trail: Home / Residents / Garbage & Recycling / Request a Waste Bin / Thank you for your bin request. The main heading is 'Thank you for your bin request' followed by 'Request Received'. The text states: 'You should receive a confirmation via email shortly with the estimated delivery times for the new bin(s) and a PDF of your request (See a sample PDF 306KB)'. Below this, it says 'We will keep you posted by email on the status of your request.' At the bottom, there is an 'Experience Survey' section with the question '1. How was your experience?' and five smiley face options: Very Unhappy, Unhappy, Neutral, Happy, and Very Happy. A 'Next' button is visible at the bottom right.

Test & learn new technology

The screenshot shows a survey titled 'Balancing Act Exit Survey'. The first question is '1. How useful was the Balancing Act tool in helping you understand the budget?' with three radio button options: 'Not useful', 'Somewhat Useful', and 'Very useful'. The second question is '2. Is there anything else you wish to tell us about the Annual Budget in relation to the Balancing Act tool?' with a text input field and a 'Send a note' button. At the bottom, there is a 'Submit' button and a note that 'Indicates a required field'.

Outcomes Delivered

- Identify bugs, UX issues and operational bottlenecks as soon as they happen.
- Track and quantify progress on impact after addressing issues.
- Triage emerging issue before they become bigger problems
- Validate hypothesis for poor features / service adoption

Tip #2: Prioritize Multichannel Engagement

- ✓ **Identify the channels** where you are and aren't seeking feedback today
- ✓ **Prioritize channels where your users already are** (eg. In the flow of a web experience, or in an email they already access from you) instead of driving people to new content
- ✓ **Understand the users behavior and preferred technology** (ie, SOMETHING)
- ✓ **Seek feedback continuously** throughout a customer journey to identify pain points

Building & Planning Process

- 1 [Overview](#)
- 2 [Differences between building and planning permits](#)
- 3 [When must building work commence?](#)
- 4 [What is the process?](#)
- 5 [Why obtain a building permit?](#)
- 6 [Are there exemptions?](#)
- 7 [On Completion of the building works](#)

Carrying out building work can be an exciting and satisfying process.

However, the building process has some pitfalls for those who are uninformed.

There are many things to consider before starting your building, such as whether your job requires a building permit or a planning permit (or both).

The [Building Act 1993](#) (the Act) and [Building Regulations 2006](#) (the Regulations) legislate that all building work is subject to the issuing of a building permit, unless an exemption exists for the proposed work under the Regulations. This includes some minor alterations, demolitions and repair or maintenance work.

A building permit will specify that either an occupancy permit is required or a certificate of final inspection is required on completion of the building work.

If you are unsure please consult your municipal or private [building surveyor](#) whether your proposed building work requires a building permit.

In the information that follows, you will learn what permits and other paperwork may be necessary for your building work and the order in which you may require them. Importantly, you will discover that these documents, which are prescribed by Victorian building legislation, are designed to protect you.

Was this page helpful?

YES

MAYBE

NO

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Embed Surveys at Key Parts of the Customer Journey

The screenshot displays the City of Point Russell website. At the top left is the logo for the City of Point Russell. To its right is a search bar with the placeholder text "Find almost anything on our website" and a dark blue "Search" button. Below the search bar is a horizontal navigation menu with the following items: "Health & Safety", "Education & Employment", "Government", "Visitors", "Business", and "Residents".

The main content area shows a breadcrumb trail: "Home / New Library Centre". The title of the page is "New Library Centre". Below the title, it states "Submissions closed on 14 July 2021, 12:00 PM". The text reads: "After extensive research, documentation and planning, Council has endorsed the Library Redevelopment Plans for community consultation." Below this text is a video player. The video player has a blue progress bar at the bottom with a play button, a time indicator of "0:00", and icons for volume, settings, and full screen. The video content shows an architectural rendering of a modern library interior with people.

To the right of the video player is a "Timeline" section with three entries:

- [What designs do you like or dislike?](#)
July 2017
- [What other features should we build?](#)
September 2017
- [Feedback on Designs & Plans](#)
October 2017

Seek Feedback Before, During and After

- ✓ Email engagement is necessary for feedback collection
- ✓ Reach and provide points for feedback throughout the customer journey
- ✓ Make changes based on feedback to remove barriers along the customer journey



8 Barriers to Digital Service Adoption

KEY STEPS IN ENROLLMENT PROCESSES

STEP 1. CREATING ACCOUNT

X

STEP FAILED:
People don't create accounts

STEP 2. LOGIN

X

STEP FAILED:
People don't login

STEP 3. COMPARISON

X

STEP FAILED:
People don't maximize benefits

STEP 4. STARTING APPLICATION

X

STEP FAILED:
People don't start application

STEP 5. NAVIGATING REQUIREMENTS

X

STEP FAILED:
People don't complete applications

STEP 6. GATHERING DOCS & INFO

X

STEP FAILED:
People drop off in the middle of the application

STEP 7. SUBMISSION (SUCCESS)

X

STEP FAILED:
People are unsure of submission status

STEP 8. ENROLLMENT (RESULTS)

X

STEP FAILED:
People receive enrollment or eligibility rejection

Tip #3: Focus on Building Trust Through Feedback Loops

Create a habit of re-engagement and avoid the "black hole"

What you should do

- ✓ **Communicate**
- ✓ **Show progress** – improve the digital experience with better content, workflow, etc
- ✓ **Communicate via email, or through forums/discussions** using best practice approach

How you should communicate



You Said: Notify residents what you heard



We Did: Tell them what actions you took



We Did Not: Tell them what you did not do — and *why*

Build Trust

Keep constituents in the loop



You Said: Notify residents what you heard



We Did: Tell them what actions you took



We Did Not: Tell them what you did not do — and *why*





Thank You

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