



Helping Citizens Self-Serve Successfully

The hidden cost of citizen friction and what central government organisations can do about it

Every abandoned application, support call and restart represents friction somewhere in the citizen journey. By helping citizens navigate services confidently, organisations can improve completion rates, reduce avoidable contact and deliver better service outcomes.



Every time a citizen gets stuck, demand increases

Every time a citizen abandons a form, restarts an application, searches for help, or contacts support for assistance, a government organisation incurs a cost.

Not just a financial cost, but a service cost.

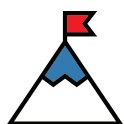
In turn, this means more demand, more effort and more pressure on frontline teams. It means more frustration for citizens simply trying to complete a task.

Over the past decade, public sector organisations have invested heavily in digital services. Applications, registrations, renewals and reporting processes can now be completed online, improving access and reducing reliance on traditional service channels.

Yet many organisations continue to experience:

- ⊗ High volumes of support enquiries
- ⊗ Abandoned applications
- ⊗ Incomplete transactions
- ⊗ Repeat requests for guidance
- ⊗ Growing pressure on service teams

The challenge is often not the service itself, but the friction citizens encounter when trying to complete it.



The challenge isn't getting citizens to start digital services. It's helping them finish.

The citizen friction cycle

Despite the variety of government services, the causes of citizen friction are remarkably consistent.

Citizens struggle when they:

- >> Don't understand eligibility requirements
- >> Encounter unfamiliar language or terminology
- >> Need supporting information they don't have to hand
- >> Worry about making mistakes
- >> Become unsure of what to do next

When this happens, they often leave the journey to seek help elsewhere.

That creates additional demand.



What begins as a moment of uncertainty quickly becomes an operational issue.

The result is increased pressure on contact centres, service teams and digital support channels.

Rather than focusing solely on responding to demand more efficiently, organisations have an opportunity to tackle one of the root causes of that demand: citizen friction.



Every support enquiry is evidence of friction somewhere in the journey.



The hidden operational impact

Citizen friction affects more than the individual user experience.

It creates measurable operational consequences across service delivery.



Increased contact demand

Many support requests arise because citizens need clarification, reassurance or guidance during a process.



Reduced capacity

Repeat questions consume time that could be focused on complex cases, vulnerable users and higher-value interactions.

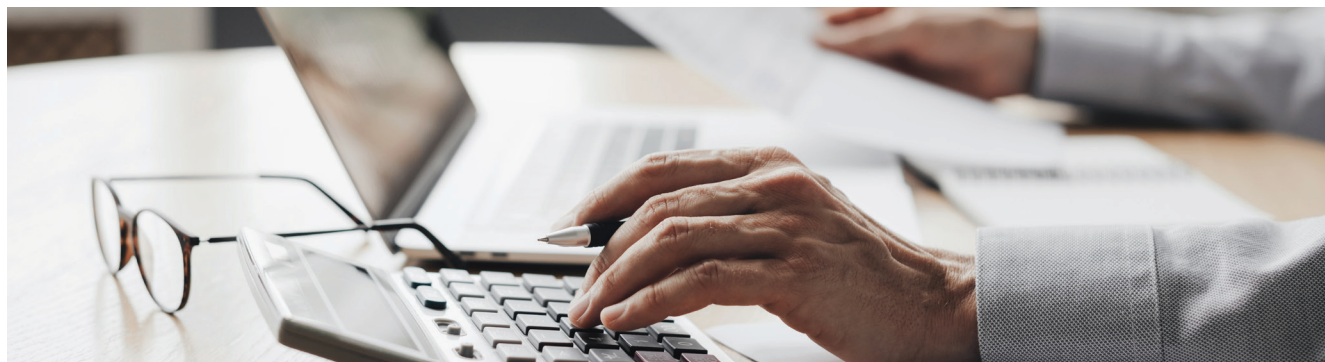


Lower service efficiency

When users repeatedly stop, restart or seek support, service delivery becomes more expensive and resource intensive.

Every unnecessary interaction represents a cost that may have been avoidable if the user had received support earlier in the journey.

The most efficient organisations don't simply answer enquiries faster; they reduce the number of unnecessary enquiries that occur in the first place.



From friction to completion

Historically, organisations have supported citizens through:

- >> Contact centres
- >> FAQs
- >> Knowledge bases
- >> Help pages

While useful, these approaches often require users to leave the task they are trying to complete to find answers elsewhere.

Today, organisations have an opportunity to provide assistance directly within the service journey.

Where GXA fits

GXA acts as a digital guidance layer that sits within the citizen experience.

Rather than forcing users to leave the process, GXA enables them to access support at the moment they need it.

It can help citizens:

- ✓ **Understand** questions and terminology
- ✓ **Navigate** complex processes
- ✓ **Clarify** eligibility requirements
- ✓ **Locate** relevant information

The objective is simple:

Help citizens complete services successfully the first time.

GXA



Citizen starts
service



Guidance
Provided



User Remains
in Journey



Service
Completed



No Support
Contact
Required

Helping citizens complete services first time

Digital transformation success isn't measured by how many services are available online but whether citizens can successfully complete them.

Every abandoned application, repeated enquiry and support request represents an opportunity to improve the journey.

By helping citizens navigate services more confidently, organisations can reduce friction and improve outcomes for everyone involved.



What this means for citizens

- ✓ Faster completion
 - ✓ Greater confidence
 - ✓ Reduced frustration
 - ✓ Improved accessibility
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What this means for service teams

- ✓ Reduced avoidable contact
 - ✓ More operational capacity
 - ✓ Better use of expertise
 - ✓ Faster resolution of complex cases
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What this means for organisations

- ✓ Improved digital adoption
- ✓ Lower cost-to-serve
- ✓ Increased completion rates
- ✓ Better service outcomes

Could citizen guidance reduce demand in your organisation?

Most departments already know which services generate the greatest volume of support enquiries, abandoned journeys and repeat contact.

The opportunity is understanding where guided assistance could help citizens complete those services independently.



Talk to our team about how public sector organisations are helping citizens complete services first time, reducing avoidable demand as a result.

Contact a Granicus representative today for more information.

Get in Touch