

Helping citizens self-serve successfully

Reduce citizen friction, improve service completion, and lower avoidable contact.

GXA provides guided, in-journey support that helps citizens navigate services and complete tasks with confidence.



The challenge

Digital transformation has successfully moved more government services online. The next challenge is ensuring citizens can complete those services successfully. Citizens rarely contact government because they want to; rather, they make contact because they're unable to complete a task independently. Confusing questions, unclear requirements, missing information, and process uncertainty can all cause users to leave digital journeys in search of help.

The result:

- Abandoned applications
- Restarted journeys
- Increased support demand
- Higher service delivery costs
- Reduced confidence in digital services

Every avoidable contact starts with friction somewhere in the journey.

A better approach

The most effective way to reduce demand isn't always answering enquiries faster, but to help citizens successfully complete the task in the first place.

Rather than requiring users to:

- » Leave a service to find information
- » Search through FAQs and guidance
- » Contact support for clarification
- » Restart applications after getting stuck

Organisations can provide support directly within the service journey.

How it works

- 1 Citizen starts a service**
Applications, registrations, renewals, reporting journeys, and other digital processes.
- 2 User needs help**
They're unsure what a question means, what information is required, or what to do next.
- 3 GXA provides contextual guidance**
Support is delivered within the journey, helping the user continue with confidence.
- 4 Citizen completes the service**
Without abandoning the process or creating unnecessary support demand.

Help citizens complete services first time without leaving the journey.

Where GXA can help...

✓ Applications & Forms

Help users understand questions and complete submissions correctly.

✓ Eligibility Assessments

Support citizens through complex criteria and requirements.

✓ Registrations & Renewals

Reduce drop-off during key service journeys.

✓ Evidence Submission

Clarify documentation requirements and next steps.

✓ Service Information

Provide instant answers to common process-related questions.

Benefits for all

For Citizens

- Faster completion
- Reduced frustration
- Greater confidence
- Improved user experience

For Service Teams

- Reduced avoidable contact
- Fewer repeat enquiries
- More capacity for complex cases

For Organisations

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

Why in-journey guidance matters

Traditional support models often require citizens to leave the task they are trying to complete.

GXA provides support at the point of need, helping citizens understand requirements, answer questions, and continue progressing through their journey.

The result is a better experience for users and fewer avoidable interactions for service teams.

The best way to reduce demand is to help citizens succeed first time

As government organisations continue to invest in digital services, service completion is becoming just as important as service availability.

Every abandoned application, support enquiry, and repeat interaction is an opportunity to improve the citizen experience and reduce unnecessary demand.

Where are citizens getting stuck in your services?

Many organisations know which services generate the highest levels of support demand, repeat contact, and incomplete applications.

The opportunity is understanding how guided assistance can help users complete those journeys with confidence.

About Granicus

Granicus brings public sector organisations closer to the people they serve — driving meaningful change for communities around the globe with comprehensive cloud-based solutions for communications, public engagement, and digital services. Granicus empowers stronger relationships between the public sector and residents across the U.S., U.K., Australia, New Zealand, Canada, Latin America and the Caribbean.

Ready to get started?

Contact us