

Modernizing service delivery: How **Service Cloud** powers resident-first digital transformation

98%

fewer walk-ins

50%

of payments
moved online

36%

faster service
request resolutions

70%

increase in citizen
satisfaction

Citizens today expect the same digital service quality from their government agencies as they get from leading private sector companies. Residents have busy lives and want to find what they need and request government services as simply as possible. Yet, delivering on those expectations is a growing challenge. Governments at every level often struggle with outdated websites, siloed systems, manual processes, and missing insights that delay services and frustrate citizens.

Poor experiences like these can damage public trust while also increasing operational costs and lowering employee morale. According to research, **87% of residents** expect a better experience from the government than from the private sector. Moreover, governments that offer digital services can reduce walk-in traffic and the associated operational costs by **up to 98%**.

Unfortunately, many government websites mirror internal bureaucratic structures rather than public-facing needs, leading to poor experiences that mask deeper service delivery challenges. Critical forms are often buried as PDFs within complex menu structures. Service journeys, when available online, are not clear, actionable, or resident-centered. Mobile-friendly experiences are limited. IT silos prevent collaboration across departments. Staff shortages amplify bottlenecks in service delivery.

These challenges demand more than incremental change; they call for an outcome-oriented approach to digital service delivery that improves resident experiences — and that is where Granicus' Service Cloud comes in.



What is Service Cloud?

By putting people at the center of every digital interaction, Service Cloud is transforming how local governments and citizens interact.

Service Cloud is built on five foundational pillars:

- ✓ **Self-service through smarter information discovery and digital forms:** Make government easier to do business with by providing touchpoints that help citizens easily find what they're looking for, understand if the information is relevant to them, and get it done, then and there.
- ✓ **User-friendly and accessible, multichannel digital journeys:** Reach constituents on whatever channels suit them best. A built-for-government CMS is the first step in helping agencies design plain-language, mobile-friendly, and WCAG 2.2-compliant experiences that are intuitive and inclusive.
- ✓ **Automated workflows and insights for continuous improvement:** Intelligent workflows ensure faster response times, reduce manual processing, and enable tighter collaboration across departments. Public sentiment on community projects and real-time user journey feedback help identify service gaps and friction points.
- ✓ **End-to-end service request and relationship management:** Create options for residents to easily request non-emergency services through web portals, mobile apps, or email, while helping staff efficiently track and resolve cases.
- ✓ **Multilingual, AI-powered experiences:** Provide the most consistent, accurate, and clear responses to residents' questions 24/7 while lowering customer service workloads for staff.

Together, these pillars modernize government operations, creating better experiences for the public and the staff serving them.



Aligning people, process, and technology for better outcomes

Through a combination of connected technology, data insights, and experience services, Service Cloud creates seamless citizen journeys that increase resident satisfaction and optimize service workflows across departments from intake to resolution. It also removes the need for fragmented point solutions, providing a cohesive, end-to-end citizen and staff experience.

However, technology is only one component of creating a successful digital government. The right partners ensure technology is aligned with the people and processes that make for great government experiences. Granicus Experience Services are included for all Service Cloud customers, providing a strategic partnership in the design, delivery, and optimization of government experiences that drive measurable outcomes.

Starting on day one, you have access to a suite of services, including technical training, on-demand videos, step-by-step templates, and expert-led consulting workshops to upskill your teams and reduce risk.

Of course, governments can't improve what they can't measure. Service Cloud also empowers agencies to collect and evaluate critical success indicators for community development, use surveys and feedback loops to identify trends and close service delivery gaps, and tailor communications to resident needs, leading to better service adoption and more fulfilling long-term relationships.



The value of Service Cloud in action

Agencies across the United States have seen dramatic improvements in operational efficiency by partnering with Granicus to optimize service delivery.

In **Grand Rapids, Michigan**, Service Cloud enabled the city to offer 257 online services. Nearly half of all payments moved online, reducing paper processing costs. Walk-in traffic decreased by 79%, resulting in savings of approximately \$650,000 through improved efficiency.

Manchester, Connecticut, used Service Cloud to build a digital engagement ecosystem that improved responsiveness and expanded access to local services — particularly for residents seeking permits, licenses, or community updates. By integrating multiple touchpoints into one unified platform, the city made it easier for residents to get information and complete tasks without calling or visiting in person.

Grand Prairie, Texas, revamped its website to prioritize mobile-first self-service, ensuring residents could access essential services anytime, boosting overall user experience. The city streamlined navigation, optimized content for smartphones, and introduced more intuitive service pages, resulting in a decrease in call volume and an increase in overall user satisfaction.

In **Kalamazoo, Michigan**, Granicus helped the city update its website and digitize critical government forms. The results were impressive: a 10% increase in new users, nearly 100 detailed service pages created, and more than 4,300 online form submissions. Site sessions increased by 22%, and pages per session decreased by 48%, suggesting that more people are using the site and finding what they need faster. “There’s no doubt [Granicus’ website capabilities have] positively impacted people’s experience online with our city,” said Neal Conway, a city official.

These transformations free government staff to focus on high-value services and strategic initiatives instead of managing paperwork or fielding redundant walk-in requests.



Streamlining internal workflows to boost productivity

Government staff are often stretched thin, managing high volumes of requests, paperwork, and communication across departments. Service Cloud helps agencies modernize internal operations, reduce manual workloads, and build scalable systems that allow teams to do more with less.

In **Cranbrook, British Columbia**, the city sought to overhaul its 311 call center operations, which were overburdened by manual processes and limited tracking capabilities. By implementing Granicus' government customer relations management (CRM) solution with mobile-friendly tools, Cranbrook introduced automated service request routing and real-time tracking dashboards.

The results were immediate: managers saved more than three hours per day, resolution times improved by 36%, and 20% of service requests began arriving from mobile devices, expanding accessibility for residents and freeing staff to focus on higher-value tasks.

A similar story happened in the Sunflower State. In the small town of **Merriam, Kansas**, the human resources team needed a more efficient way to serve a growing hybrid workforce. Paper forms and in-person processes were slowing onboarding and delaying access to essential services.

With Granicus' website capabilities, the city digitized key HR workflows in a matter of hours. New hires could now access benefit forms and onboarding documents online, while HR staff gained valuable time. The shift to interactive, digital-first services enabled Merriam to reduce the administrative burden and better support employees, regardless of where they work.



Elevating digital experiences to strengthen community engagement

Today's residents expect seamless, intuitive, and fast access to government services. Service Cloud empowers agencies to meet and exceed these expectations, leading to more informed, engaged, and satisfied communities.

Arlington, Texas, found itself in a common spot. Its website was bogged down by departmental silos, outdated content, and an overwhelming number of cluttered pages — nearly 2,000 — making it hard for residents to find what they needed.

Turning to Service Cloud and collaborating closely with the Granicus Experience Group (GXG), Arlington pursued a research-driven, resident-first strategy. Through in-depth user surveys, navigational analysis, and structured content audits, the team shifted from a department-centric design to one built around user behaviors and needs. The result was a streamlined implementation process (completed in just nine months) guided by strong project management and data-backed insights.

The impact was immediate and substantial: public complaints vanished, and key information became much easier to locate — improving findability by 40%. Content was slashed in half from 1,953 pages down to 936 — a 52% reduction — with 74 new forms crafted for better usability.

In Florida, the city of **Gainesville** faced challenges with an outdated website that was not mobile-responsive and lacked accessibility features. Collaborating with Granicus, the city overhauled its digital presence using the website and digital forms tools within Service Cloud, focusing on user-centric design and improved accessibility.

This transformation led to a significant increase in resident engagement, with user satisfaction rising by 70%. The revamped website also earned Gainesville the 2023 Granicus Digital Government Website of the Year and People's Choice Awards, reflecting its success in meeting community needs.



Over in **Morrisville, North Carolina**, officials aimed to enhance the resident experience by improving website functionality. Partnering with Granicus Experience Group (GXG), the town conducted a comprehensive website refresh.

This initiative improved search accuracy, standardized the look and feel across the top 20 most visited pages, and established formal internal web processes. These enhancements made it easier for residents to find information and services, thereby increasing satisfaction and trust in local government.

Reducing vendor sprawl and enhancing interoperability

Managing disconnected digital tools across departments can be a major headache, not to mention create operational silos, inflate costs, and increase cybersecurity vulnerabilities. For government agencies, consolidating technology isn't just a matter of convenience; it's a strategic step toward improving service delivery while reducing risk.

Service Cloud helps governments minimize vendor sprawl by uniting critical functions such as content management, service requests, and communications under a single, secure platform purpose-built for the public sector. This consolidation simplifies IT operations, reduces procurement and maintenance overhead, and enhances data governance.

The town of **Dunedin, Florida**, tackled long-standing challenges with decentralized communication and outdated digital infrastructure by adopting Service Cloud, leveraging Granicus' Website & CMS and Communications capabilities. After vetting four government website providers, the town selected Granicus solutions due to the superior functionality, ease of use for both external visitors and internal staff, and tools like ADA-compliant forms and user feedback modules that streamlined digital services for residents.

The true value of the new system was quickly demonstrated during Hurricane Ian in September 2022. Even before full staff training, Dunedin's communications team delivered critical daily updates directly from the Emergency Operations Center. These communications incorporated livestreamed messages featuring the mayor, commissioner, and city manager, illustrating the platform's power and convenience during an emergency.



In the months that followed, the town expanded the use of Service Cloud to power “The Dunedin News,” the city’s weekly newsletter. Within six months, subscriber numbers doubled (from 4,000 to 8,000), boosting community reach and trust. Today, the newsletter reaches more than 11,000 subscribers and serves as the city’s primary direct source of information, reducing reliance on traditional media and fostering a more connected, informed community.

For agencies managing growing digital demands, Service Cloud offers a streamlined path forward: fewer vendors, lower costs, and a more secure, responsive government experience.

Why governments choose Granicus

Service Cloud stands apart from commercial alternatives and fragmented point solutions because it is purpose-built for the public sector. Every element of the platform — from its CMS to its service management workflows — is designed to meet the unique operational, legal, and accessibility needs of government agencies.

Several key factors drive agencies to select Granicus:

- ✓ **Purpose-built for government:** Service Cloud mitigates data privacy and security risks with government-specific features, unlike commercial products designed for general business use.
- ✓ **Deep industry expertise:** Granicus provides a full-service partnership, including ongoing consulting from experts who understand government service delivery, digital transformation, and the unique challenges public agencies face.
- ✓ **Tailored end-to-end transformation:** Instead of a one-size-fits-all model, Granicus delivers flexible solutions that integrate website modernization, service digitization, workflow automation, and resident engagement.
- ✓ **Proven results:** Clients using Service Cloud report service **cost reductions of up to 98%**, with significant gains in staff efficiency, resident satisfaction, and service accessibility.

Granicus’ proven track record makes it a trusted partner for government agencies seeking to modernize operations, strengthen public trust, and prepare for the future.



Looking ahead: AI agents for government

Granicus' **Government Experience Agent (GXA)** delivers advanced artificial intelligence and machine learning (AI/ML) capabilities specifically designed to take digital service delivery to the next level.

Imagine a world where long lines, stacks of paperwork, and frustrated citizens are a thing of the past. GXA puts that world within reach, with levels of accuracy far beyond existing digital agents.

Providing 24/7, multilingual support, GXA gives residents immediate access to jurisdictionally aligned, highly accurate information without having to search website menus and multiple webpages, contact call centers, or walk into an office.

Together, GXA and Service Cloud transform service delivery for governments, providing always-on, precise, and consistent responses to resident questions in easy-to-understand language. Unlike commercial AI tools, GXA is tuned to understand government interactions and accesses only approved agency data to deliver the best possible responses, creating better experiences for residents and lighter workloads for staff.

"By investing in generative AI, we expect to deliver a significantly improved customer experience — providing residents with accurate, 24/7 support while reducing the burden on our staff," said Crystal Sprague, director of performance and innovation for the Unified Government of Wyandotte County and Kansas City. "We anticipate this will not only increase trust in our services but also drive long-term ROI through greater efficiency and resident satisfaction".



Digitize and modernize your government services

Public expectations for speed, convenience, and personalization with digital services will only continue to rise. Government agencies must invest in technology platforms that enable self-service, improve staff efficiency, and deliver better resident experiences.

Service Cloud provides the tools, insights, and expertise agencies need to meet today's demands and build a foundation for tomorrow's success.

Begin the journey!

Ready to deliver exceptional outcomes?

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