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Service Delivery and Website: Benchmarks for Success in 2025

Trends, insights, and opportunities to enhance service delivery and website accessibility

Connecting & Interacting Today

Questions

Submit your questions using the Q&A function on your console. We will ensure a representative gets in touch.

Chat

Use the Chat to say hello to your peers or interact with today's panelist!

Technical Issues

Try refreshing your browser or clearing cache to fix technical difficulties. For larger issues, reach out to us in the chat or at marketingevents@granicus.com

On-Demand

We will email you the link to watch the recording within 48 hours.

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Agenda

- Introduction to the Benchmark Reports

- Key takeaways for website accessibility

- Key takeaways for service delivery

- Addressing these challenges and opportunities

- Q&A

Today's Speaker

Dan Firrincili

Sr. Product Marketing Manager, Granicus

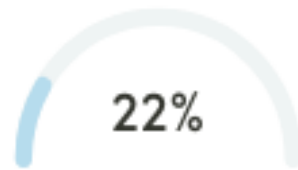# Introducing the Benchmark Reports: About Our Data

Website Trends

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2024 WEBSITE TRENDS BENCHMARK REPORT
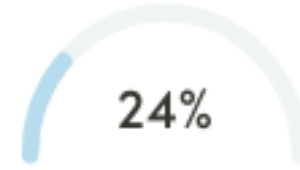
A Focus on Improving Access and Ease of Use

How many employees are on the team?

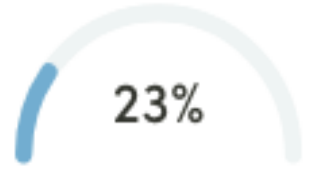| 22%	32%	24%	23%
1	2-3	4-10	More than 10

- Served nearly **950 agency departments.**

- Reached more than **350 million citizens.**

- Received a combined **131 million visits per day, 3.2 billion visits per month, and 48 billion visits for the year.**

Introducing the Benchmark Reports: About Our Data

Service Delivery

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2024 SERVICES BENCHMARK REPORT

The Growing Impact of Digital Service Delivery

What describes how your agency uses and thinks about technology?

49%	40%	8%	3%	< 1%
"We want to improve as much as we can"	"We want to get better when it makes sense"	"Don't want to be the last to adopt"	"If it isn't broken, don't fix it"	Not sure

Granicus in conjunction with Flashvote surveyed more than 225 government employees about the challenges they face building these digital experiences in government services.

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# Trends in Website Accessibility & Ease of Use
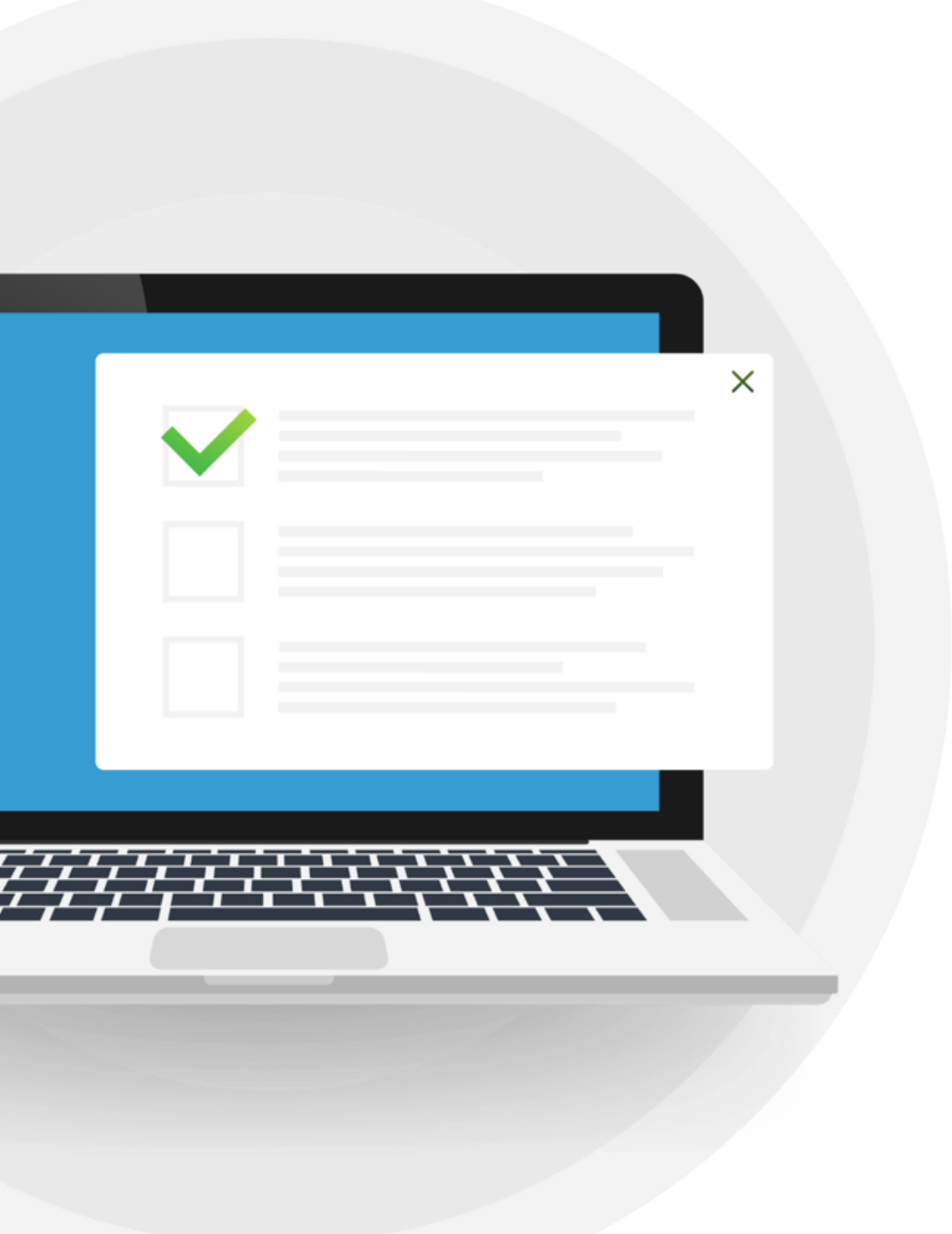
Poll: Do you feel like your services are easy to access?

1. Yes, we conduct regular audits to ensure efficient service delivery

2. Some are, but we could do more

3. A few areas are and that's all that matters

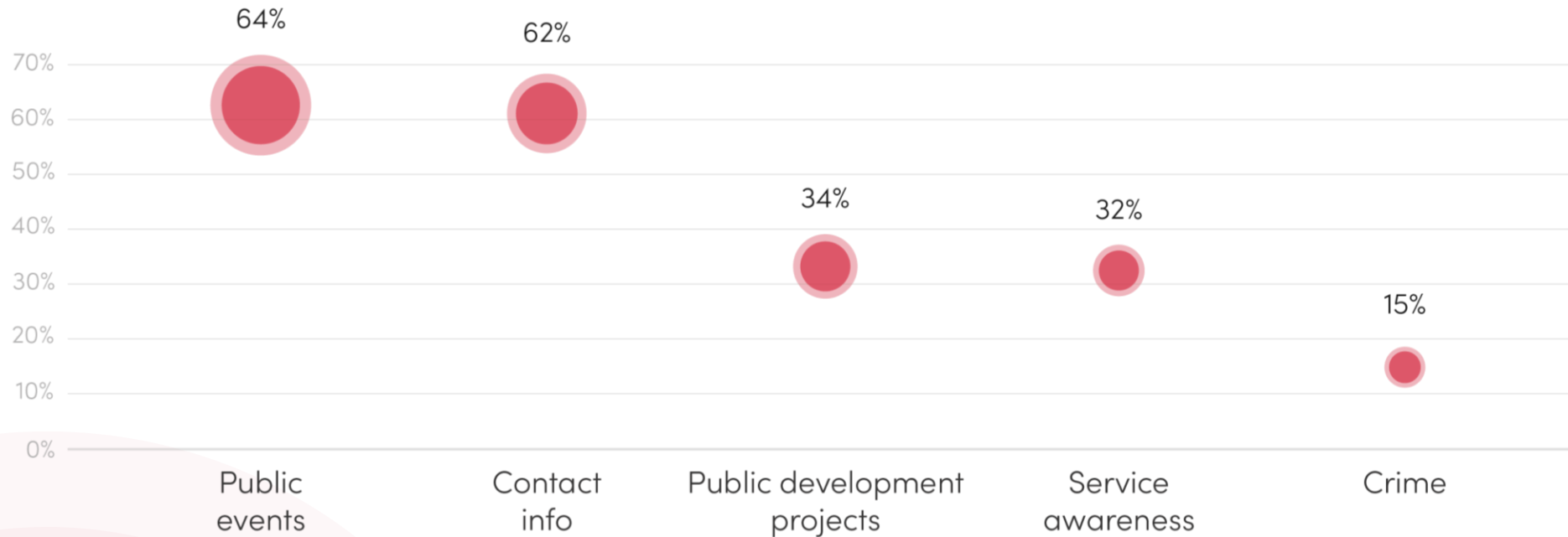4. Probably not and we aren't planning to change

Most agencies lack customer experience staff

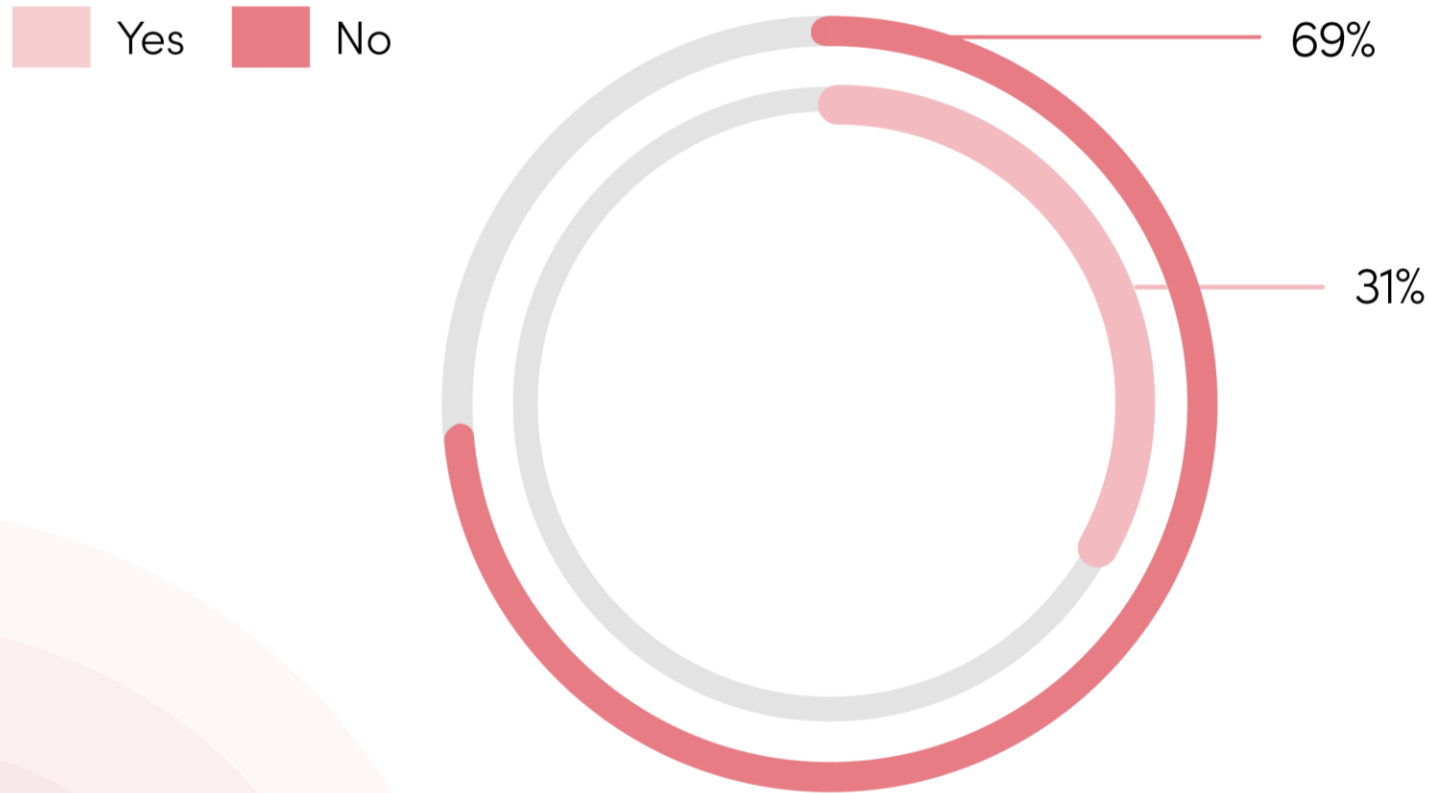**Do you have dedicated staff for customer experience or customer journey?**

22%

Yes

No

77%

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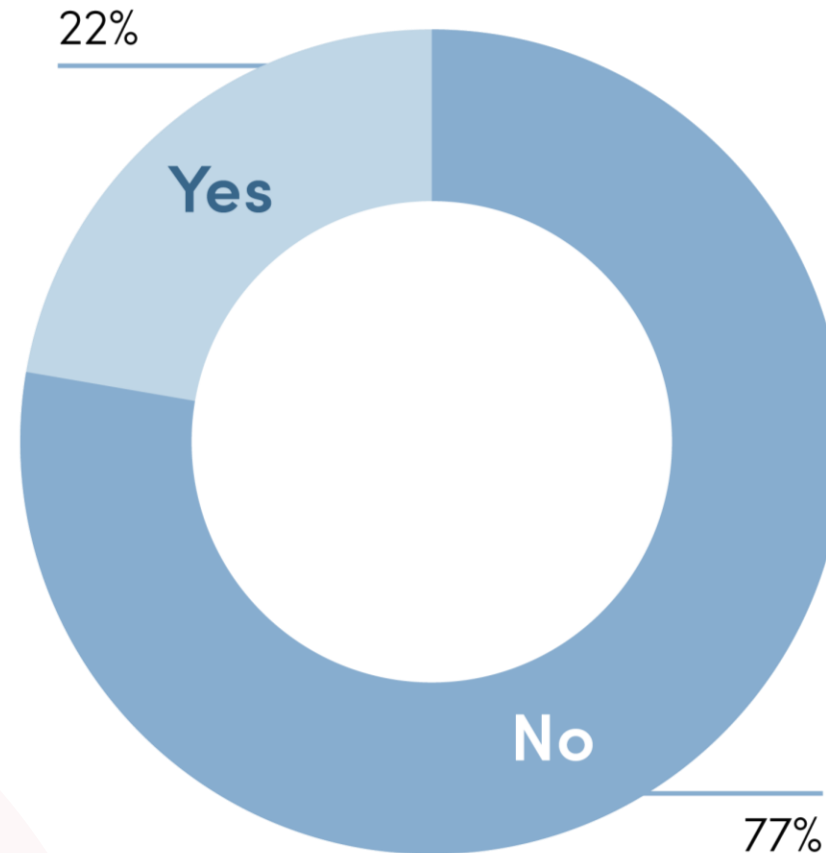
Public events & contact info are priorities for residents

What topic pages are most frequently visited on the website?

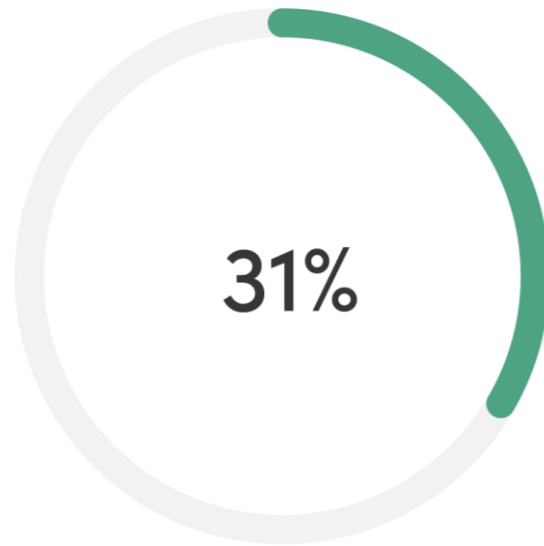# More than two-thirds websites lack personalization

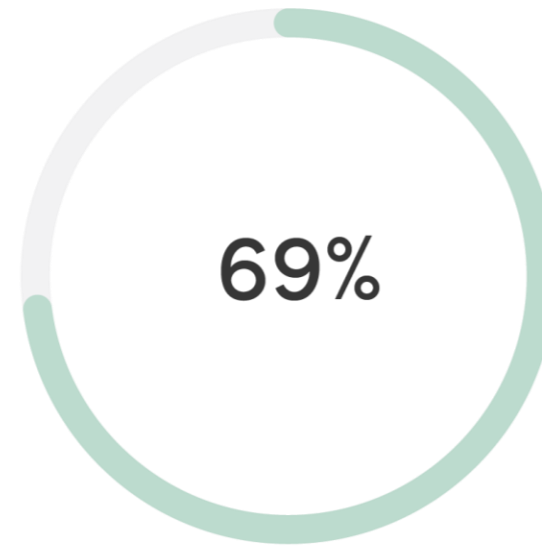## Does your website include features aimed at user personalization?

Yes No

69%

31%

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Many organizations have not systemized website reviews

**Does your organization have a policy in place
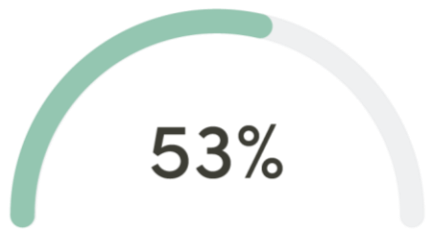for ongoing website testing?**
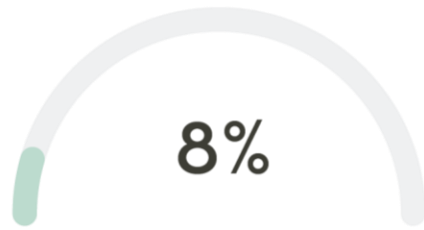
31%

Yes

69%

No

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Swift implementation of recommendations is common

How frequently do you implement recommendations from review?

53% Immediately

8% The next month

18% The next dev cycle

8% Annually

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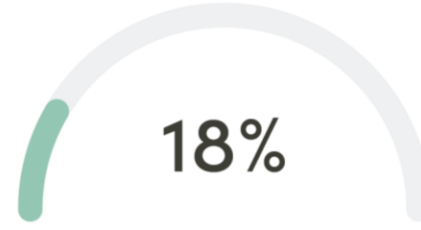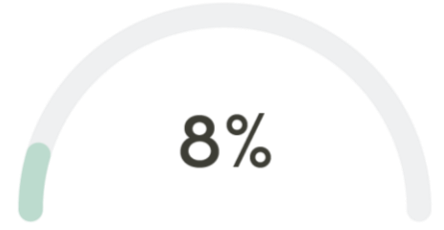
Majority not embracing automation to manage content

What process do you have for cross-departmental content management?

52%
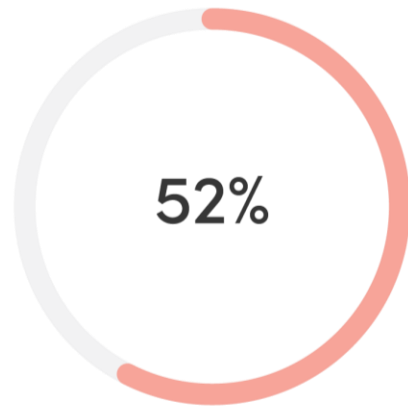
Point-to-point delivery (i.e., emails and shared files)

22%
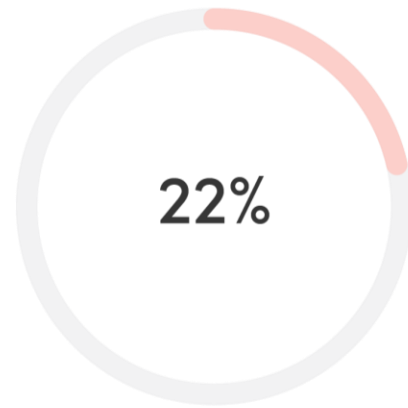
A content hub or shared intranet

11%
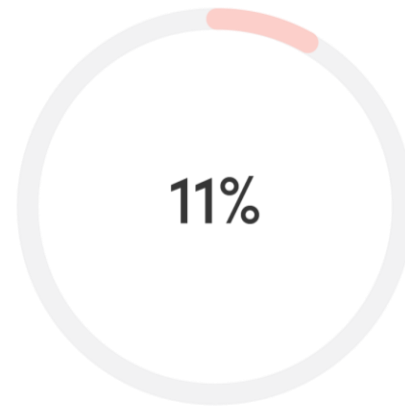
In-system content management that automatically updates changes

16%

Other

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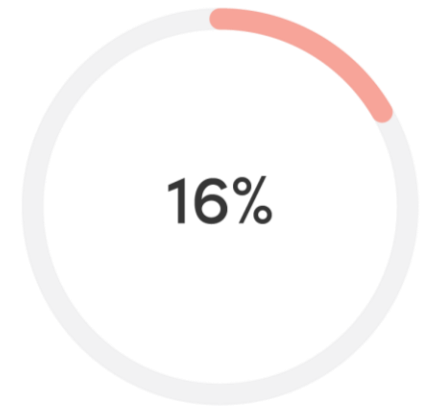
Integration of AI into website process has been slow

Are you currently using AI in your organization?

Yes No

71%

29%

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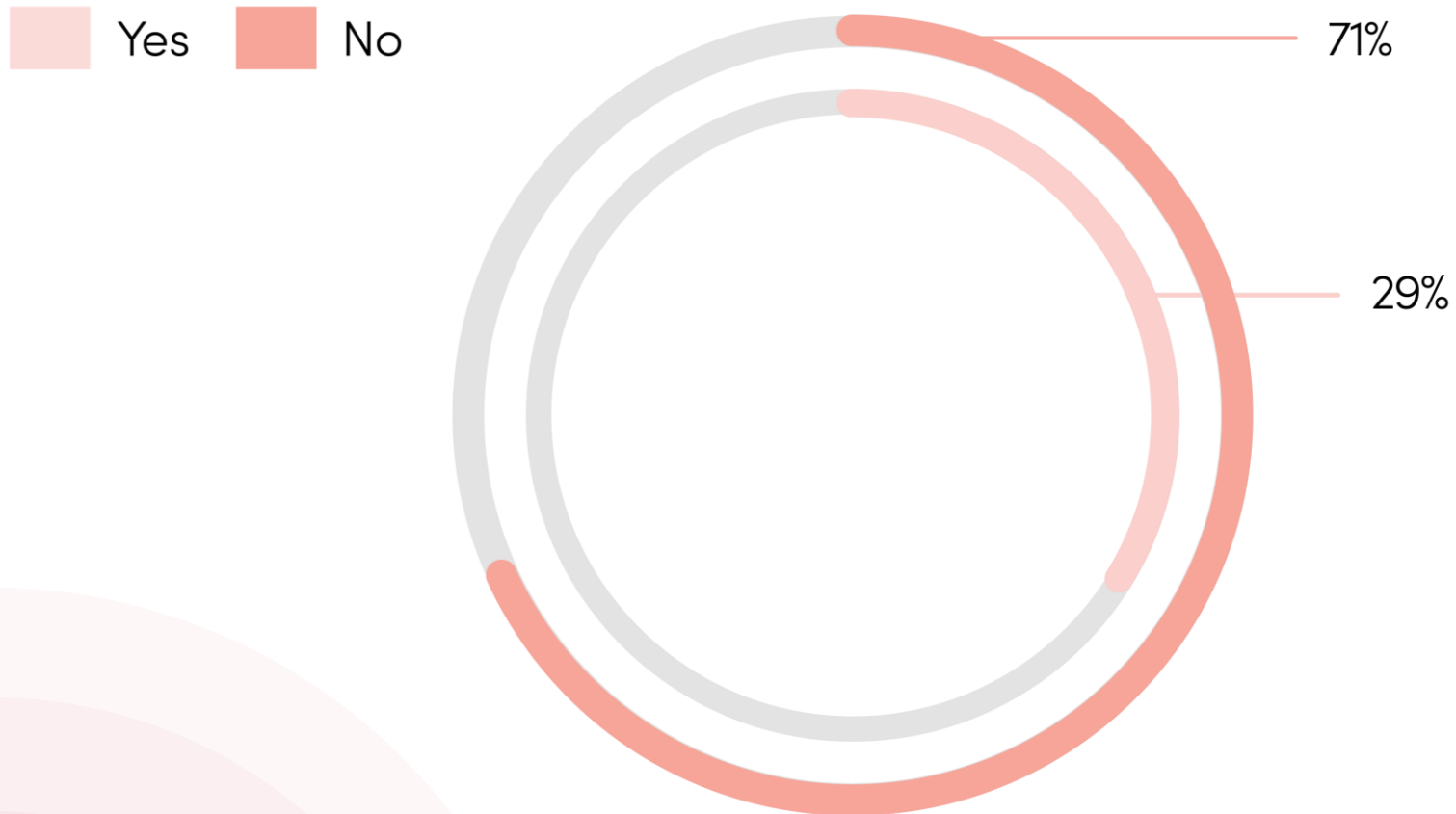
Most popular AI use cases

How do you feel about using AI? (Top selections)
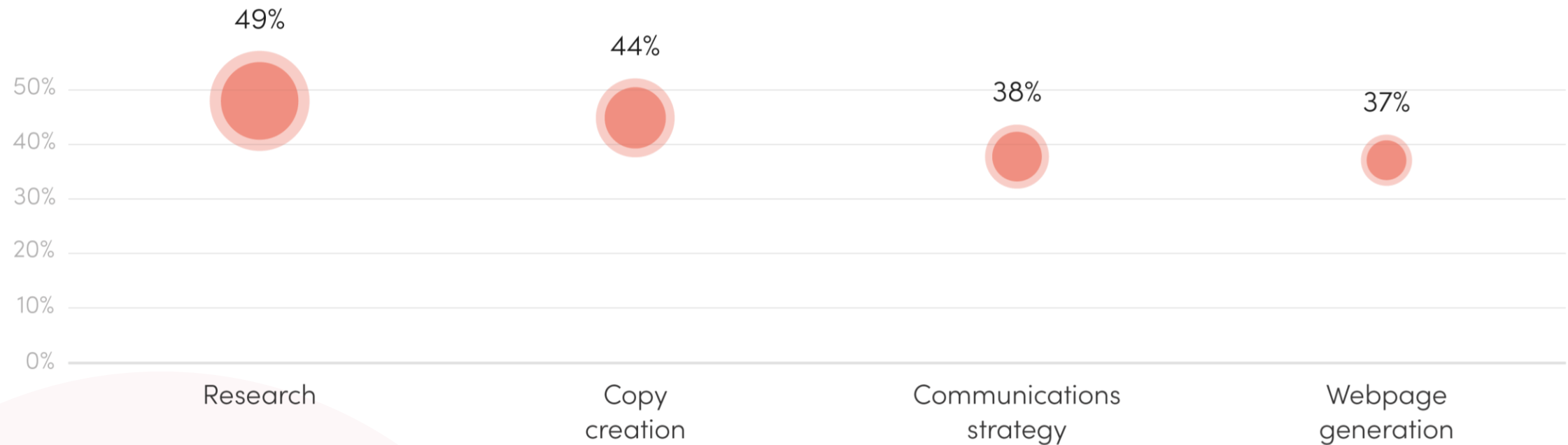
Majority expect major AI impact on operations

Do you think AI will have a big impact on government operations?
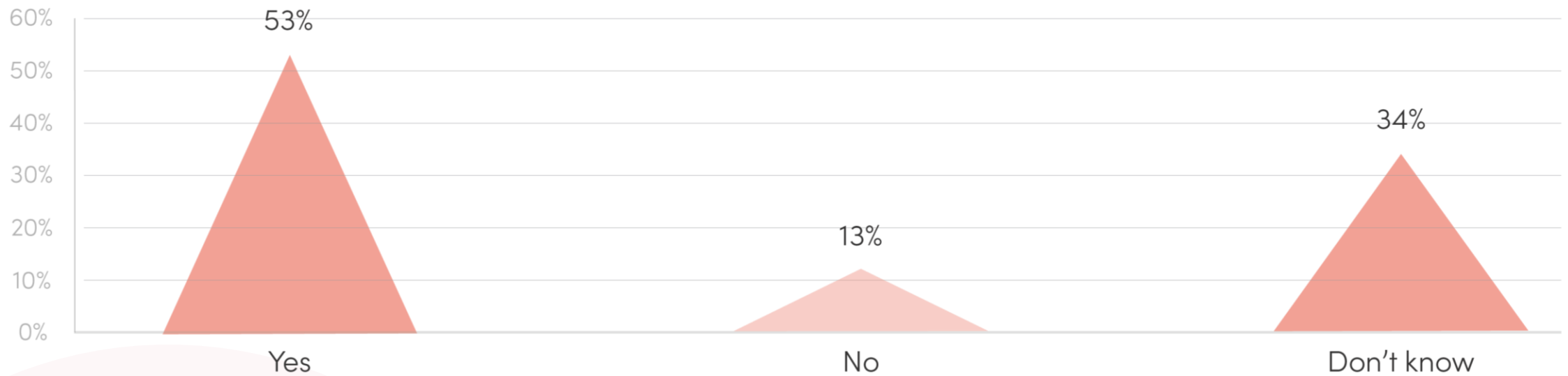
Most website staff are curious or excited about using AI

How do you feel about using AI? (Top selections)

Curious	35%
Excited	21%
Cautious	20%
Reluctant	10%

0% 10% 20% 30% 40%

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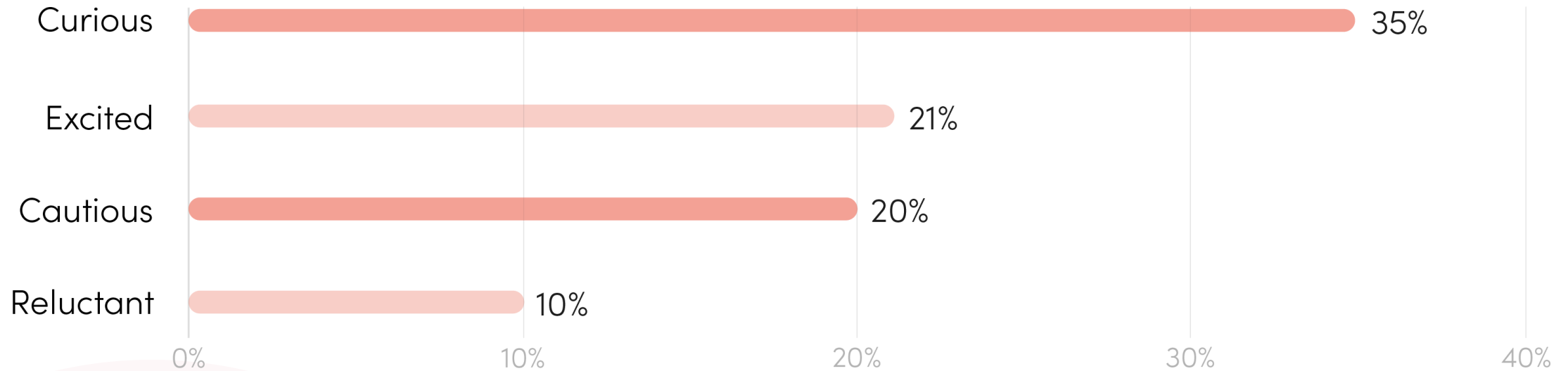
Trends in Service Delivery

Poll: What self-service options do you utilize for your residents?

1. Paying bills and fees
2. Getting an answer to a question or finding information
3. Applying for a permit
4. Viewing calendars of public meetings, special events, and programs
5. Program enrollment
6. Service requests (311/non-emergency)
7. Scheduling inspections
8. Requesting public record
9. Applying for a job

Efficiency and cost effectiveness embraced by agencies

**What are the most important outcomes for
technology use in government?**

Most selected

∧ Easier/faster process for government staff **81%**

∧ Easier/faster process for the public **73%**

∧ Easier/faster process through any channel of connection **51%**

∧ Providing more valuable service for the same cost **55%**

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Self-service tasks are most impactful

What kinds of online services do you think are most important or useful for residents?

Most selected

∧ Paying bills and fees **85%**

∧ Getting an answer to a question or finding information **78%**

∧ Applying for a permit **69%**

∧ Viewing calendars of public meetings, special events, and programs **58%**

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Stronger impact evaluation capabilities are needed

When it comes to adopting new technology to improve operations, resident experiences, and service outcomes, which are the most significant barriers, if any?

Most selected

∧ Limited budget or funding **82%**

∧ Lack of staff expertise to implement and maintain technology **45%**

∧ Resistance to change among staff **44%**

∧ Unclear benefits or ROI for agency **41%**
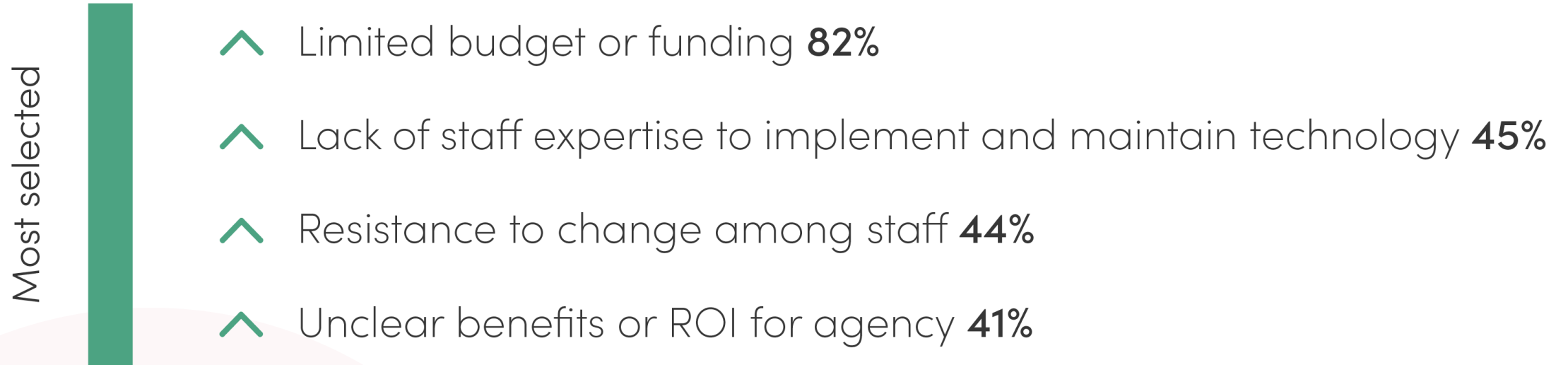
Poll: How are you accounting for customer experience management today?

1. Eh. We try.

2. We always do. Self-service is our MO!

3. Not thinking about it—we produce content, not the experience.

It Isn't Easy Creating Government Experiences Today

Evolve customer experiences through transformative digital services

1 **Any device, any time**

Different email system signups

Not enough staff

Built by technical folks

Mix of PDFs and digital forms

Limited mobile use like SMS

2 **Simple & easy to use**

Only available in-person

Not screen-reader friendly

Unknown location

Limited hours of availability

3 **Personalized to me**

Mass blasts of information

Impersonal services delivered

What if You Could Make Government Work For All?

Build a stronger community through connected technology, people, and processes

Improved Access for All: Break down barriers (e.g. language, cultural, educational) with digital services designed for the resident

Enhanced Equity and Fairness: Provide equal access to information and services regardless of location, economics, or physical abilities

Reduced Discrimination: Take human bias out using automated forms and workflows to meet residents where they are on their device of choice

Better Informed Public: Leverage connected digital solutions to notify and aid residents faster in times of emergency or crisis

Increased Civic Engagement: Making government more accessible and transparent to build trust and forge long-term community relationships

While Also Making Government More Efficient?

Make running government easier with connected technology, people, and processes

Faster Service Delivery

Go Paperless To Simplify Service Access, Reduce Frustration, And Save Time And Money

Lower Administrative Burden

Reduce Human Error With Digitized Services That Enable Resident Self-service On Any Device, From Anywhere At Any Time

Better Data Sharing Across Government

Quickly Route Services Requests To Different Departments, Identify Service Trends And Gaps And Make Better Decisions With Benchmark Data And Analytics

Simpler And More Secure Tech Ecosystem

Consolidate Vendors, Reduce Vendor Sprawl And Work With A Partner That Understands Government – And Who Can Provide You With The Services Needed To Manage Change

Empower Economic Growth

Make It Easier To Do Business With Government To Get To Revenue Faster (E.G. Permits, Licenses, Taxes, And More)

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Fully Integrated Solution Partner for Large Governments

Technology alone is not enough. We equip you with the services needed to achieve your goals and outcomes

San Antonio wanted to reduce tech debt and launch a new public health website at the height of the pandemic.

Granicus helped build an information governance and content framework so that **information is shared consistently while simplifying their CMS**.

Denver wanted to improve web accessibility and make site maintenance easier for their small team.

Granicus worked with Denver to deliver **a new site within 3-months**, and 30 days later their 200+ content publishers starting **saving 450 minutes a week**.

Franklin County, OH needed to rearchitect their website to improve accessibility/usability.

Granicus provided the resources needed to **create and implement a new information architecture**, **train staff on how to write better content and design simpler forms**.

City of Grand Rapids, MI

Goal: Reduce walk-in traffic by enabling more online services

257+ — New online services enabled on website
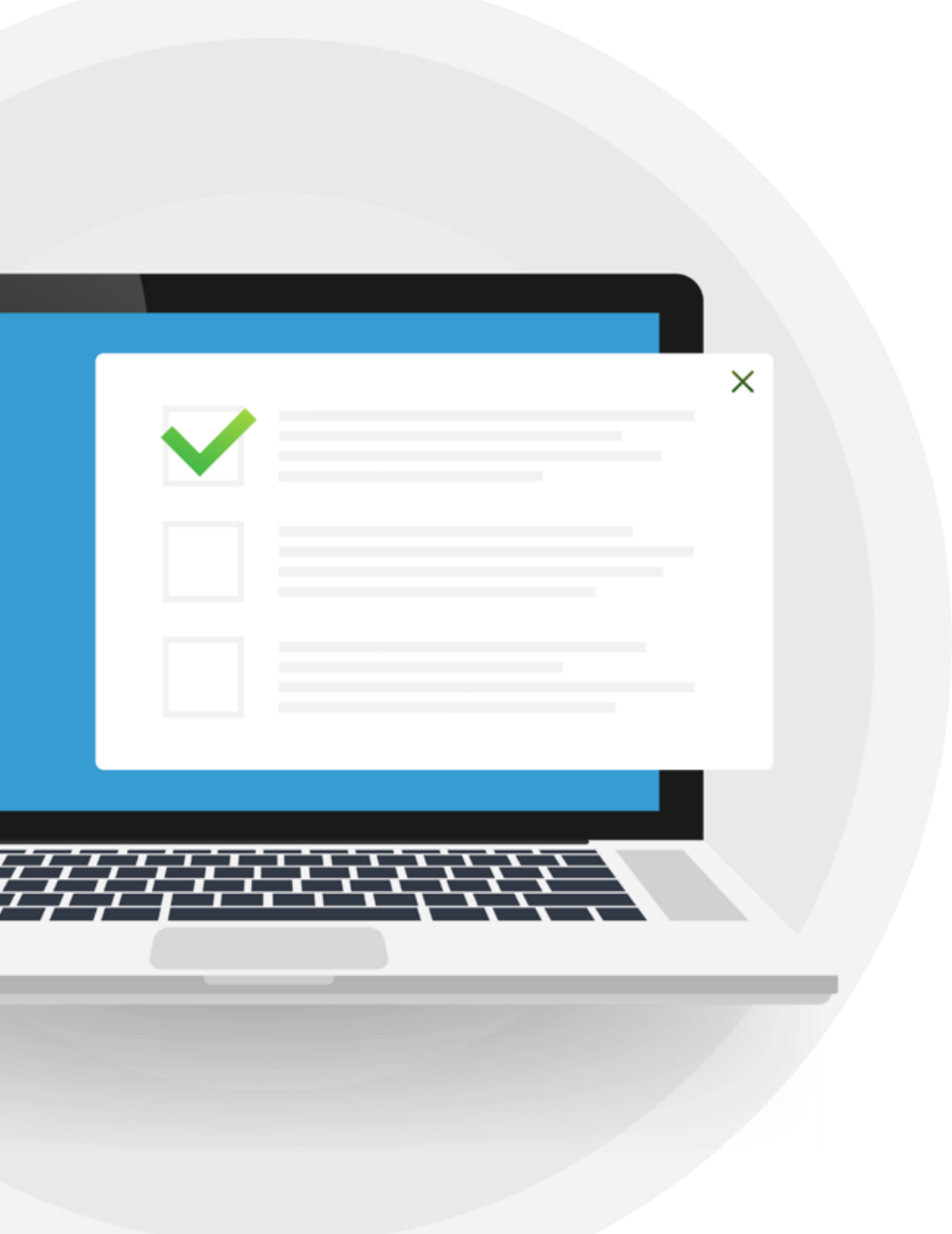
50% — Payments made online

79% — Reductions in walk-ins

650K — Total savings

"We are building the website for our community — a digital City Hall that serves those who live, work and play here on their terms, on any device, on any browser, at any time. If the website does not work for our community, it simply does not work."

Rosalynn Bliss, Mayor of Grand Rapids, Michigan

Poll: Would you like more information on digital services and accessible websites?

1. Yes
2. No

Questions and Discussion

Drop your question in the Q&A!

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Barriers to AI adoption

✓ Having a trustworthy and friendly interface that assists with asking the right questions will be key. But ongoing access to human support will continue to be necessary.

✓ It may be something that government contractors use to benefit government, but government itself will most likely wait and see how things are managed.

✓ Protecting data is vital in government and AIs need access to everything to be useful, which makes administrators nervous.

How AI will impact government

✕ AI will streamline processes so employees can focus on more important tasks.

✕ AI will reduce customer service times by delivering information directly to the customer rather than the customer having to call an office to get the desired information.

✕ AI will streamline multi-step processes and reduce staff time to more refined quality assurance/quality control roles, freeing time for service and interaction with residents.