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Digital Service Transformation

The phrase "digital transformation" has gained meaning and impact across all levels of government. New technologies are redefining the public's expectations of government interactions empowering the public with tools that enable self-service from the digital device of their choosing at any time of day and creating experiences that delight users, changing their viewpoint on government services, and helping restore trust in systems and processes.

In the past, governments have faced unique challenges when working to adopt new technologies including legacy systems, limited budgets – even legislative mandates. Internally, staff members struggle to manage complex cross-department processes while citizens are affected by long wait times and unclear requirements. Many government leaders believed that shifting their services online would require a full rip and replace of their legacy systems and that innovating to provide better, enhanced services would take years to deliver.

What is
Digital Transformation?

Think of digital transformation as a transition toward improved online experiences for residents and the government staff that support them.

By leveraging cloud-based technologies, governments can elevate and evolve customer experience through transformed end-to-end digital services that are accessible to anyone at any time from anywhere.

Providing services through these technologies can see such impacts as:

- Increasing community trust in government

- Improving resident satisfaction with online and mobile self-service options

- Reducing walk-in traffic/call center volumes/processing times with paperless processes

- Better understanding resident needs by using data to guide outreach efforts

- Provide equitable and inclusive access to government information and services

- Eliminate risk and tech debt by consolidating solutions

- Ensure compliance with important jurisdiction legislation.

True digital transformation covers all touch points internally and externally within your agency.
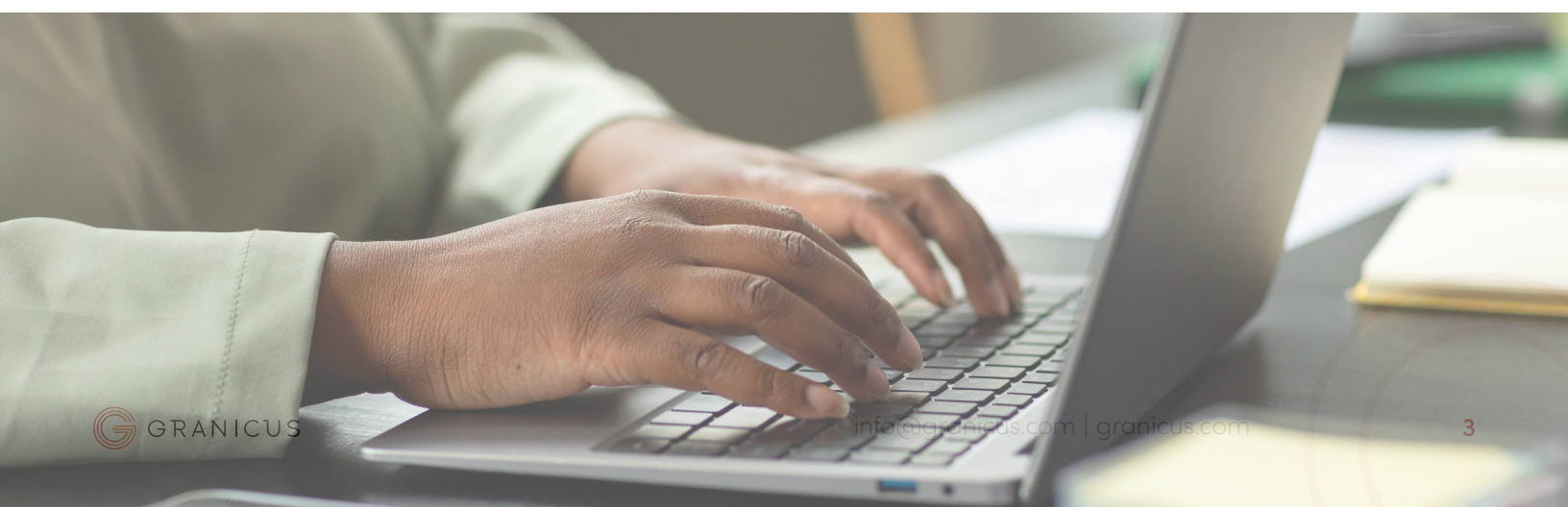
Why Should you
Digitize Services?

An increasingly digital society now demands digital solutions. In order to better serve their consitutents, goverments and agences must reimagine how they connect with citizens.

Agencies have reached a point of no return when it comes to digitizing government operations; citizens expect simpler processes, offered online.

GOVERNMENTS ARE FACING:

Budget Shortfalls.

96% of local leaders expect budgets to fall next year.

Risk of Losing Major Sources of Revenue.

7 in 10 government leaders say service fees are the surest source of revenue decline, accounting for 23% of revenue.

Amazon-Like Expectations.

Customers expect "Amazon-like" service, 24/7 from any location.

How Do I Start?
Where Do I Begin?

Digital transformation requires the right mindset. The following tips can help set you up for success.

GET EXECUTIVE BUY-IN.

Make sure that all key stakeholders are educated on your digital transformation objectives every step of the way. Stakeholders should be champions for your project and can help educate their departments or the public about upcoming changes. It's also important that those with budget ownership fully understand the project and its business case, given their role in approving funds.

DOCUMENT YOUR NEEDS AND CURRENT PROCESSES.

Which services need to be brought online first? What are your biggest pain points? Which mainframes will require integrations? How are you currently operating? What does the current customer experience look like? What would the ideal customer experience look like?

CREATE A STRATEGY FOR THE USER EXPERIENCE.

Before selecting a solution or starting implementation, you need to define the ideal customer journey. Once the software is in place, it will be time to build another solution: the customer experience. Strategists like Granicus Experience Group can serve as an extension of your team and offer a fresh perspective. While you're about to integrate a new solution, team partners can help you think through what a digital experience looks like through the eyes of your client, ultimately driving adoption of the new solution.

Picking the
Right Solution

WATCH DEMOS.

What better way to see how a solution will work than by seeing it in action? Make sure to include staff from all levels and ask questions. Is the software purpose-built for government and reflective of how your team works? How quickly can the partner deliver? Will the solution connect to your systems? Is the platform flexible – can you build the services you need in the way that you need them? And most importantly, can your team use this tool, or will you need to call for help every time you need to make a change?

LOOK FOR ROI.

Does the solution you're exploring require a big lift and shift of technologies that require time and management? Or can it layer onto your existing processes and automate wherever possible to free time and resources? Does the service partner take a portion of your service transactions? Or will they empower your agency to define the most critical services for digitization, whether they generate revenue for your agency or not?

IDENTIFY A PARTNER, NOT JUST A VENDOR.

What is the service provider's track record? Do they offer an iterative implementation approach, which guarantees you'll be happy with the the digital experiences created? Will your vendor require third-party implementation support? Or will they help you every step of the way?

With the right partner and a strong strategy, you can successfully build out impactful services, like the ones below.

Make an
Impact

Developing a well-planned Service Cloud experience can create impacts that can both improve an organization's ability to achieve its goals in serving the public and help improve the relationship between the public and government. Convenient, self-service digital experiences empower users and help increase the level of trust felt when dealing with government services.

Keeping these three key ideas in mind will help government organizations best position themselves for the greatest success in making positive impact.

1

GROW AS YOU GO.

While it is important to have a vision of your completed goal, it can be overwhelming. Instead, start small and build up to your goal by focusing on one piece at a time. Starting small allows you to build confidence, learn as you go, and create momentum.

2

CHOOSE A FLEXIBLE PLATFORM PARTNER.

Beginning with a focused outcome and a long-term plan for growth requires highly configurable tools purpose-build for the public sector. A solution that grows and changes as your needs develop will save both time and money when working to achieve organizational goals.

3

FOCUS ON AGILITY.

Transforming digital services into meaningful and equitable connections requires the ability to streamline workflows, leverage data insights, and personalize outreach for long-term impact.

Developing those processes and information into inclusive government services requires agility in both staff thinking, and the tools used to create digital experiences that will delight residents with easy access to information and services 24/7 based around their personal preferences.

Granicus is
Here to Help

Granicus can help you revolutionize digital services, creating experiences that reduce frustration from both staff and the public, optimize digital service deployment, and enable self-service for users from any device. **See it Live>>**

ABOUT GRANICUS

Granicus is the global leader in customer engagement and experience technologies and services for the public sector. By simplifying interactions and communicating critical information, Granicus brings governments closer to the people they serve-driving meaningful change for communities around the globe.