

Service Cloud

Re-imagine government with connected technology, data insights, and expert-led services.



The challenges facing local councils today are daunting.

Leaders must meet rising resident expectations while dealing with operational disruption and reduced funding. Previous digital “solutions” – multiple portals depending on service request type, different experiences based on whether they go online, call, email, or go in-person, and more – have failed to deliver better customer service or streamline operations in ways that improve how residents feel about interacting with local councils.

Residents become frustrated by a confusing mix of digital government services that are hard to find and harder to use, often stuck in a mix of online, paper, and in-person options. Staff are left with technologies that aren’t integrated, don’t share data across departments, and often require manual processing for even routine tasks. It’s time to take the guesswork out of government and create services that work the first time.

What if you could...

- ✓ **Be more inclusive** by providing easy online access 24/7 to government and social services, support groups, and other resources to help residents most in need?
- ✓ **Streamline workflows** for any service from simple to complex to make it easier to interact with government while also reducing your carbon footprint?
- ✓ **Use actionable data insights** to create outreach programmes with personalised, targeted communications based on your community’s unique needs while also leveraging data to build a long-term service delivery roadmap?
- ✓ **Develop and maintain relationships** with your community by sharing information with underserved residents to help them understand how government can assist them every day or if a crisis occurs?

Introducing Granicus’ Service Cloud

Service Cloud – part of our **Government Experience Cloud (GXC)** platform – simplifies how residents access government services while also strengthening community relationships by connecting service request management, communications, and engagement into one solution.

Service Cloud is designed with the resident in mind, so they quickly find the support they need, stay informed, and remain connected. Service Cloud’s goal is to help local councils deliver government services more efficiently with a focus on serving every resident equitably.

With Service Cloud, service requests are better managed from end-to-end; communications are targeted for maximum impact; and engagement is designed to gain actionable community insights.

How Service Cloud Delivers

Capability	How it works	Outcome
Integrated Case Management that works the first time	<ul style="list-style-type: none"> Centrally track service requests with online citizen/staff portals. Integrate with the systems most used by government to simplify data sharing. Offer multi-channel options for residents to self-serve. Route service requests across departments. Reduce human errors linked to paper and manual processes with built-in validation and form design tools. 	<ul style="list-style-type: none"> Reduce call-in/walk-in volumes while still offering in-person options. Offer residents choice and increase service satisfaction when connecting with government. Drive economic growth by making it easier to interact with government.
Communications that connect with residents	<ul style="list-style-type: none"> Curate communications based on community needs. Promote relevant services, events, and programmes using data. Tailor outreach using resident data and recent activity. 	<ul style="list-style-type: none"> Educate your community on the services available to them. Provide critical, real-time information to residents when most needed.
Sentiment analysis to enhance community engagement	<ul style="list-style-type: none"> Use surveys, feedback loops, and more to proactively engage your community. 	<ul style="list-style-type: none"> Create a sense of community and rebuild trust in government. Foster more efficient, responsive, and fulfilling interactions with residents.
Data insights to drive better decision making	<ul style="list-style-type: none"> Identify service trends and fix gaps. Target outreach to underserved residents. Gain insights into your community's unique needs. Prioritise your digital roadmap using data, community benchmarks, and more. 	<ul style="list-style-type: none"> Enhance government services and exceed residents' expectations. Mitigate risk with an eye on data security, privacy, and compliance by consolidating solutions and vendors.
Experience Services to guide success	<ul style="list-style-type: none"> Utilise on-demand learning library courses. Create a change management roadmap with expert led planning and training sessions. Receive Customer Support when needed most. Leverage an Experience Partner to maximise your investment and review growth opportunities. 	<ul style="list-style-type: none"> Reduce staff burden by providing the solutions and services needed to be successful.

Did You Know?



60%

of residents said they've had problems with online government experiences in the past.



87%

of residents expect government experiences to be better than private sector experiences.



25-80%

of residents and staff spend less time on digital tasks than on paper and in-person, freeing up staff time to support those who cannot interact online or who need more dedicated support.

Customer Success



Derbyshire modernised customer service with Granicus resulting in **over 22,000 cases being submitted** to Call Derbyshire, which is **about 185 cases per day** and **69% of all cases submitted**. [Learn more >](#)

Ready to get started?

Let us help determine which Service Cloud and Experience Services solution option best works for your organisation.

[Contact us](#)