Empathy in Action

Engaging constituents when progress stalls

December 5, 2024

Today's Speakers

Meet our CX Experts

Jason Christensen

Sr. Product Marketing Manager

John Duckwitz

Federal Market Lead, Granicus Experience Group

Angy Peterson

Vice President, Experience Services

GRANICUS

Housekeeping

What you need to know

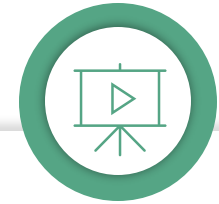## Chat

Use the Chat function to say hello to your peers!

Tech 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

Questions

Submit your questions using the Q&A function or in the feedback survey and we will follow up with you after the presentation.

Presentations

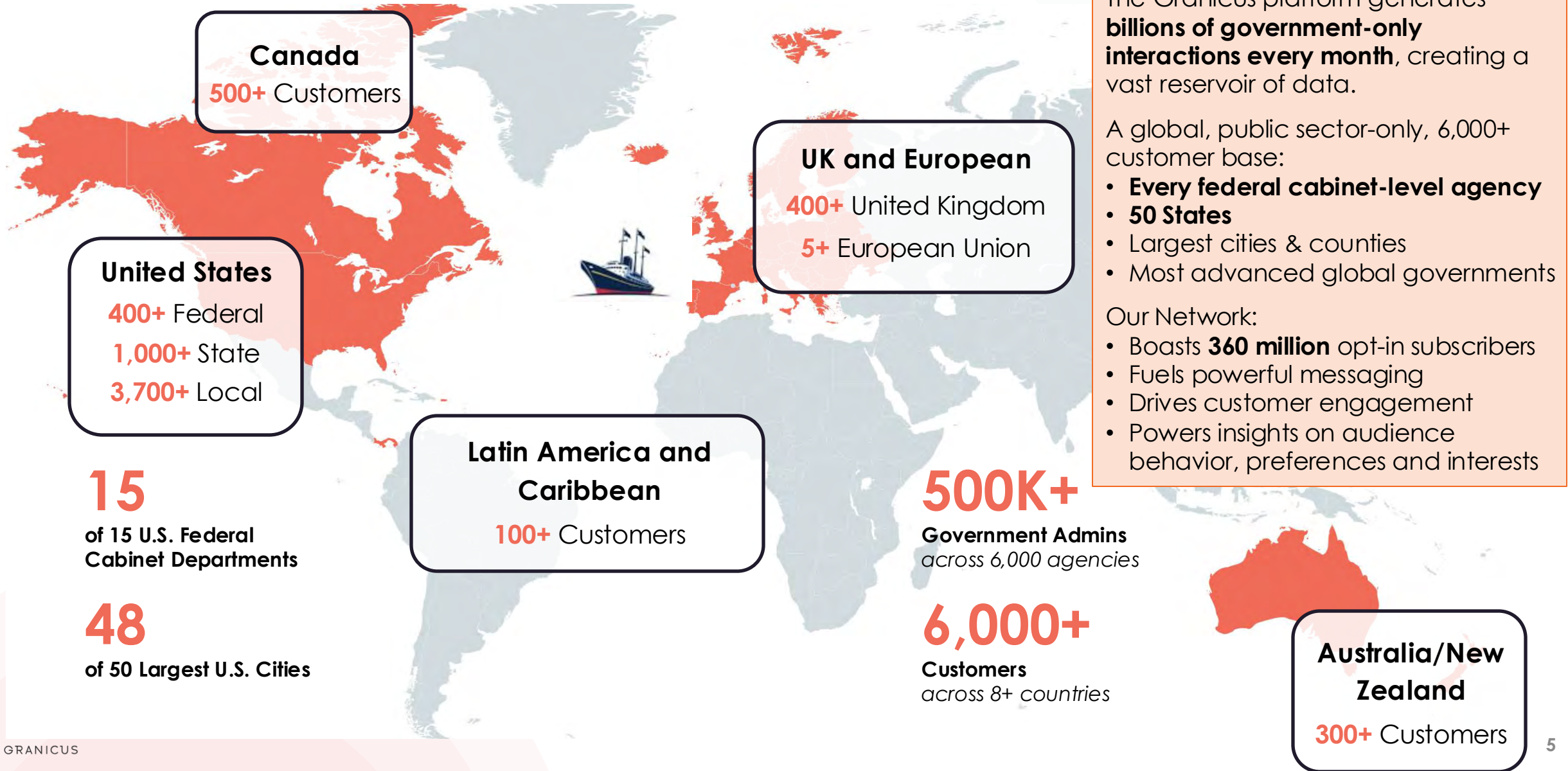The slide deck & recording will be sent in a follow-up email.

Agenda

Empathy in Action

- Why we understand Government Experience

- Today's Key Takeaways

- Empathy in Action

- What's Next?

Granicus understands Government Experience

Canada
500+ Customers

UK and European
400+ United Kingdom
5+ European Union

United States
400+ Federal
1,000+ State
3,700+ Local

15
of 15 U.S. Federal Cabinet Departments

48
of 50 Largest U.S. Cities

Latin America and Caribbean
100+ Customers

500K+
Government Admins
across 6,000 agencies

6,000+
Customers
across 8+ countries

Australia/New Zealand
300+ Customers

The Granicus platform generates **billions of government-only interactions every month**, creating a vast reservoir of data.
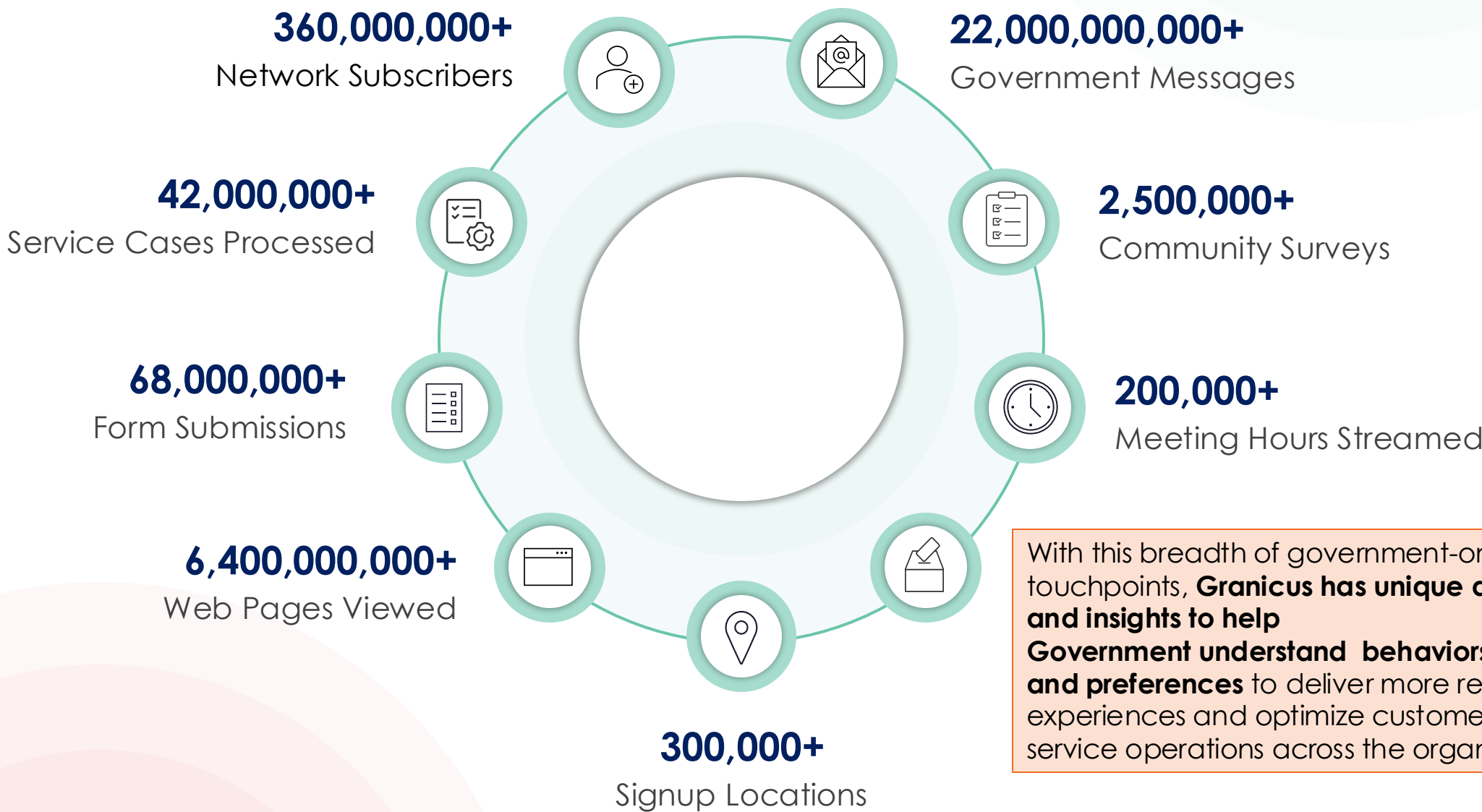
A global, public sector-only, 6,000+ customer base:
- **Every federal cabinet-level agency**
- **50 States**
- Largest cities & counties
- Most advanced global governments

Our Network:
- Boasts **360 million** opt-in subscribers
- Fuels powerful messaging
- Drives customer engagement
- Powers insights on audience behavior, preferences and interests

The Granicus Platform is at the heart of Experience Delivery

360,000,000+
Network Subscribers

22,000,000,000+
Government Messages

42,000,000+
Service Cases Processed

2,500,000+
Community Surveys

68,000,000+
Form Submissions

200,000+
Meeting Hours Streamed

6,400,000,000+
Web Pages Viewed

300,000+
Signup Locations

With this breadth of government-only touchpoints, **Granicus has unique data and insights to help Government understand behaviors, trends and preferences** to deliver more relevant experiences and optimize customer service operations across the organization.

GRANICUS

Key Takeaways

1. **Proactively map** your employee or customer experiences to understand where you can prevent disengagement during slowdowns and times of change

2. **Incorporate empathy** into touchpoints to demonstrate responsiveness and reliability to promote trust

3. **Use analytics** to gain actionable insights, measure impact, and refine strategy for more focused and effective efforts

GRANICUS

https://granicus.wistia.com/medias/t4qryhemxp

Start: 02:48 (Angy Intro)
[Cut: 03:17-04:02]
Start: 04:03
End: 20:27

What's Next?

We know you're all tasked with doing more with less in times of change and anxiety. We would like to help you.

Fill out the post-webinar survey to connect with the Granicus team.

GRANICUS

Thank You

Questions? Contact info@granicus.com

GRANICUS