

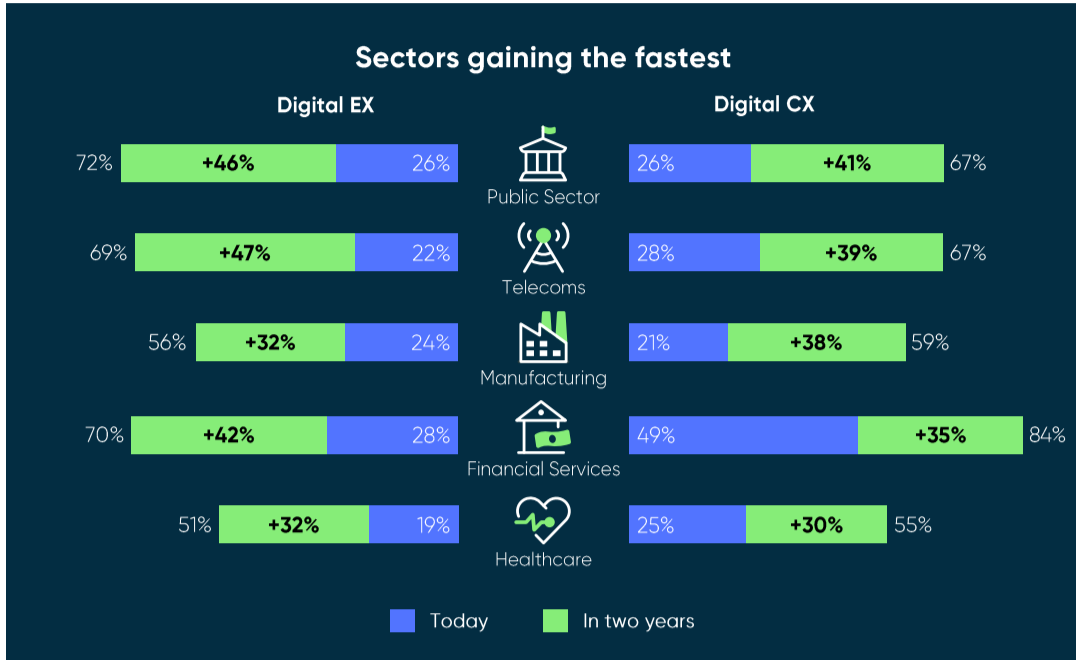
# Design better experiences, for better outcomes in government

The pandemic has ushered a new, digital way of working. To optimise employee and customer experiences and boost performance, agencies need to rethink total experience.



## THE RACE IS ON TO MASTER DIGITAL EXPERIENCE

ServiceNow and ESI ThoughtLab conducted a global survey\* to identify the priorities, challenges, and benefits around experience to help you develop the best strategy for the best outcomes. According to the research, **Public Sector agencies expect significant progress in digitisation over the coming years.**



## THE HURDLES TO DIGITAL ENGAGEMENT IN GOVERNMENT



Uncertain ROI



Employee resistance to change



Lack of existing shared metrics for EX and CX



### EMPLOYEE EXPERIENCE



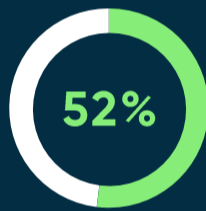
### CUSTOMER EXPERIENCE

#### The progress

The pandemic accelerated the need for digital to meet the rapidly changing needs of employees and customers. Agencies are shifting their priorities to keep up.



69% of agencies are placing priority on **workplace safety** given the pandemic and shifts in workplace habits.



52% of agencies are making **data privacy and security** a top priority as cybercrime reports increased by 13% in Australia during 2021 according to the ACSC.

#### The benefits

Workplace digitalisation allows you to create channels where employees can interact and collaborate while enabling more intuitive, seamless, and personalised service for customers.

## THE VALUE, TOGETHER

It is no longer just about employee experience (EX) or customer experience (CX). As we look to the future, shift your focus toward digitally enabled services powered by a total experience (TX) strategy.

When paired with digital experiences, cross-agency collaboration can improve problem-solving, morale, innovation, efficiency, and employee retention.

**You can accomplish more when employee and customer services are integrated with seamless digital solutions.**



## A VIRTUOUS CYCLE OF VALUE BETWEEN CUSTOMERS AND STAFF

Thinking beyond EX or CX—and bringing them together—can supercharge results.

### How to generate the most value from total experience:



Use a similar approach for EX and CX design



Offer incentives to reward total experience execution



Connect ecosystems of partners and supplies

## DIGITAL IS CENTRAL TO TOTAL EXPERIENCE

Digital workflows help you streamline and automate business tasks to minimise errors and increase productivity—driving total experience. In fact, workflow automation will be the fastest growing technology over the coming years, **increasing by 13%.**

### Top three technologies growing in usage by the public sector in 2022 and beyond:



Internet of things (IoT) and sensors



Cloud



Robotic process automation (RPA)

## EXPERIENCE FOR THE MODERN WORLD

Successful agencies go beyond treating customer and employee experience as separate disciplines. They recognise that the whole is greater than the sum of the parts.

### Top 3 benefits for government agencies with a total experience approach:

1

Better planning and decision-making

2

Increased revenue

3

Reduced capital costs

Discover how executives worldwide are driving total experience with the right digital tools.

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