Public Sector Digital Services

Meet performance targets for Customer Experience (CX)

Governments around the world are working hard to keep up with demand that has been created by economic downturns, the global pandemic and its consequential disruption to our way of life. The growing need for services has created additional stress for departments that were already grappling with productivity and customer experience shortfalls relative to the private sector. Moreover, governments are shifting to hybrid work as a way to compete for talent.

Customer experiences are constrained by outdated technology, procedural and technical boundaries between agencies and in-person, paper-based journeys. Employees trudge through multi-step, sequential processes that delay outcomes.

The CX measurement frameworks that have been introduced for the public sector have firmly established a priority related to holistic improvement in the way that government services are delivered.

Unify government employees, processes, and systems on one digital platform

ServiceNow accelerates digital transformation – improving experiences and efficiencies – with a unified data model, packaged low-code workflows and experiences tailored for government.

- Meet your customers where they are, via mobile or connected device, email, phone or kiosks
- Provide self-service options and assisted self-service, powered by AI
- Empower government employees with advance work assignment, contextual workspaces, structured tasks, and knowledge management
- Increase transparency for everyone in the chain of service delivery

Benefits

Consumer-grade experiences
Make it easier for people, organizations and businesses to get the services they need through digital-first experiences.

Accessibility from anywhere
Serve the public outside of government’s walls and hours of operations.

Expedited delivery of essential services and information
Create a single flow of work across governments, agencies and functions, so that cycle times are minimized and automation is maximized, end-to-end.

Intelligent Guidance
Digitize public services and quickly fulfill service requests with a pre-packaged playbook that guides workers on how to efficiently fulfill requests.

Efficiency and trust
Boost performance within budget; redirect resources to highest value missions and enable service delivery from one (sub-) agency to another.

Anticipatory service
Gain an end-to-end view into each journey, enabling more proactive interactions, while complying with privacy policies.
Harness the power of government to serve people

Governments are rethinking how services are offered and delivered to the public -- striving for more availability, accessibility, equity, transparency, and speed.

Essential services—like requesting disability benefits, applying for driver's and business licenses, and more, do not necessarily require time-consuming trips to government sites to submit paperwork. Outmoded ways of engaging with government create challenging and unsatisfying interactions, particularly as individuals are enjoying intuitive, digital experiences from leaders like Amazon and Netflix.

ServiceNow transforms how work flows throughout the organization, breaking down silos and empowering employees with intuitive workspaces and automated processes. Total Experience (TX) improves as the digital engagement layer is supported by a fabric of data and workflow that structures and streamlines work for everyone in the chain of service delivery. And the public gets what they need, faster.

Fuel mission-oriented innovation

Agencies can extend beyond the packaged government case type(s), leveraging the government data model to create their own workflows with low-code tools. Non-IT developers can nimbly change attributes or configure business rules to meet specific needs.

Support hybrid work

Having better tools at work, as well as being able to work from anywhere is an unbeatable combination for government employees. ServiceNow has the features that the public sector needs to ensure data security in a cloud services environment, along with the Next Experience UI that offers personalized, context-driven information and resources that reduce clicks.

City of Santa Monica works with ServiceNow

50%
NPS improvement after implementing ServiceNow

90%
of new requests originated via digital channels

3,400
hours saved per month

“ServiceNow can digitize processes and workflows and fulfill requests. There’s no other platform that could do even half of what ServiceNow does.”

– Joseph Cev etello, CIO, City of Santa Monica

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Government Applications

Service Request Playbook

Service Request Playbook enables government to shorten the cycle times of non-emergency citizen requests, such as the U.S. 311 system, through intelligent work orchestration—anytime, anywhere, and on any device.

Shift to digital faster
Deploy a packaged playbook that's purpose-built to digitize and automate non-emergency public services

Deliver services quickly
Guide government workers to fulfill service requests quickly and consistently, and monitor the progress of middle office teams

Improve the customer experience
Make it easy for constituents to request services and track their status

By 2022, half of all digital government key performance indicators will include a citizen/customer experience metric to ensure citizen-centric services.

– Gartner

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Core Capabilities

Government Data Model: Includes relationships between governments and individuals (households) and businesses (employees), as well as service delivery relationships between agencies.

Service Catalog: exposes the set of services that are available, so that they may be actioned directly from a portal. Allows for the quickly introduction of new services.

Government Case Type: references the government data model and can be extended to meet specific needs.

Government Services Portal: allows requests from a catalog of services, leveraging digital channels and virtual agent, with visibility to the ongoing status of their requests.

Omni-Channel: supports customers across web, phone, chat, email, in-person, and social media.

Messaging: expands omni-channel service by engaging customers through their preferred messaging channels.

Walk-up Experience for Customer Service: provides an efficient in-person service experience.

Playbooks: manages case flows across teams by digitizing and automating service processes.

Agent Workspace: enhances agent productivity with guided resolution in a single pane of glass.

Knowledge Management: provides instant access to relevant knowledge for customers and agents.

Communities: connects customers (or employees) with peers to find answers and solve problems.


Configurable Workspace: is the space from which employees manage profiles, create and service cases with contextual support in a simple UI.

Performance Analytics: unlocks insights to anticipate trends, prioritize and drive service improvements.

Automation and Predictive Intelligence: uses machine learning to route issues, recommend solutions, identify knowledge gaps, and provide guided decisions with contextual recommendations.

Task Assignment: routes work automatically based upon criteria or affinity; assigns tasks to other departments using visual task boards.

Surveys and Dashboards: measures the voice of the customer and generates reports and dashboards on demand.

Service Mapping: identifies the IT systems that support each workflow so that automatic notifications are triggered in the event of an outage or system maintenance.

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Tennessee DHS works with ServiceNow

99%

Reduction in inquiry assignment times

70%

Reduction in inquiry resolution times

Consistent

Omni-channel experience

"We immediately saw dramatic improvements in quality and efficiency."

- Landon Cook
  Director of Customer Service Operations
  Tennessee DHS