Public Sector Digital Services

Meet performance targets for citizen-centric experiences (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 to compete for talent.

Constituent experiences are constrained by outdated technology, procedural and technical boundaries between agencies and in-person, paper-based journeys.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 public service professionals, 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 constituents where they are, via mobile or connected device, email, phone, or kiosks,

- Provide self-service options and assisted self-service, powered by AI

- Empower public service professionals 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 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.

Increased responsiveness
Create a single flow of work across agencies and functions, so that cycle times are minimized, and automation is maximized, end-to-end.

Anticipatory service
Gain an end-to-end view into each constituent journey enabling more proactive interactions, while complying with privacy policies.

Improve public trust
Increase performance without increasing taxes.

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. Offering constituents more and better ways to interact with their local, state and federal governments improves the quality of life in communities.

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. Productivity improves, freeing resources to focus more time on the high-touch, high-impact moments that matter. And constituents get what they need faster.

Fuel mission-oriented innovation

Agencies can extend beyond the packaged government case types, 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. Example workflows include Licensing, Eligibility, Requests, among many, many more. Once up and running with a new case type or workflow, process optimization tools will offer insights about bottlenecks and other improvement opportunities.

Support hybrid work

Having better tools at work, as well as being able to work from anywhere is an unbeatable combination for public service professionals. 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 Cevetello, CIO, City of Santa Monica

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Core

Capabilities

Government Data Model: Easily model constituents, their household and relationships; define services offered and received.

Packaged Workflows for Government: Enable governments to launch new services quickly.

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

Low-code Workflows: Extend the government case type to execute workflows such as license, permits, and more.

Configurable Workspace: Government service professionals view and manage constituent profiles, create cases and provide full service with contextual support for their work and a simple UI.

Performance Analytics: Provide managers insights into delivery of constituent services using native analytics and dashboards; rapidly build new dashboards and KPIs.

Automation and Predictive Intelligence: Use machine learning to route issues, recommend solutions, identify knowledge gaps, provide guided decisions with contextual recommendations, automate assignments with a simple drag- and- drop interface.

Task Assignment: Route work automatically to the case based upon criteria or affinity; assign tasks to other departments using visual task boards.

Surveys and Dashboards: Measure the voice of the (constituent) customer and generate reports and dashboards on demand.

Service Mapping: Each workflow is mapped to the relevant IT systems that support it. When there is an unexpected outage or planned system maintenance, the right individuals are automatically notified.

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> **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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