Customer service for government agencies

Responding to changing citizen expectations
In a world of constant change, governments will need to be more intuitive to sense and respond to new technical opportunities, social challenges, and citizen needs as they emerge.”


Re-imagining citizen engagement

Citizen expectations in today’s digitized world are high. They want to be able to interact, engage, and transact with their government, just as they would with consumer brands – anytime, anywhere, from any device. They want real-time access to information, immediate responses to questions, and proactive communications that keep them apprised of things they need to know or prepare for in the future. When they have problems or concerns, they want to be able to connect with empathetic personnel who will listen to them and do what they can to resolve issues or complete transactions quickly.

If your agency can deliver all this, you will be not only able to be more responsive to the needs of your citizens but also more accountable. You will be able to improve the ease in which citizens can find information, make requests, and track services, which ultimately helps you respond more efficiently and reduce ongoing operating costs. So, what’s holding you back?
Modernizing disconnected systems and reactive processes

When it comes to delivering any given government service, there can be many different agencies, departments, and quasi-government entities involved. Data and operational silos make it hard to get a complete view of what’s happening and even harder to start to coordinate efforts. As a result, citizens or residents are often forced to go to multiple websites, make numerous phone calls, and visit various government offices in-person to receive service.

Most citizen-facing agencies have made improving their customers’ experience a priority. But how do you start streamlining and digitizing all these operations to serve citizens faster, in a more cohesive way? Everyone needs a smarter way to workflow. Read on to discover how you can organize resilient operations to resolve citizen issues faster, manage location-based work efficiently and safely, and deliver consumer-like experiences at each touch point.

1. Cybersecurity and Risk Management
2. Digital Government
3. Cloud Services
4. Consolidation/Optimization
5. Customer Relationship Management
6. Budget, Cost Control, Fiscal Management
7. Legacy Modernization
8. Data Management and Analytics
9. Broadband/Wireless Connectivity
10. Innovation and Transformation through Technology

We were able to find better ways of working. As a result, ServiceNow has contributed to reducing our average support ticket volume by nearly 50%. It also drove a 15% increase in overall efficiency for our IT support staff, because now there is a single tool that contains the information needed to provide quick resolution and close tickets faster.”

- Luc Billion, Operational Director Infrastructure, Systems, Services and Support for Smals, Belgian’s shared in-house ICT organization

Learn More: https://www.servicenow.com/customers/g-cloud.html

End-to-end service operations

When a citizen has a problem, they want to be able to report it and fix it quick. This takes breaking down silos between different departments, even agencies, and automating processes, so that issues can be quickly diagnosed and addressed as efficiently as possible. With a single platform that connects teams and integrates systems and processes, you can:

• Connect frontline personnel to the departments and people that can take action to cut down on resolution times significantly. Machine learning can further accelerate routing cases to the most qualified personnel.

• Work as one team, providing visibility into case history and cross-channel, interdepartmental communications, so you can solve problems faster and increase accountability and transparency.

• Digitize and speed service delivery with connected digital workflows.
End-to-end service operations ◀ Manage work efficiently ▶ Citizen engagement Citizen service checklist

Manage location-based work efficiently

Historically, government agencies are reactive, dealing with issues as they come up or based on a recurring schedule. With visibility into the health of a service, however, you can start to be proactive. Once you detect a potential issue – using advanced analytics and event management – you can plan how best to address it or take measures to avert it entirely. Automatically creating a work order to dispatch a technician as soon as a potential problem is identified means the issue may be avoided entirely. When that isn’t possible, proactively notifying citizens and residents prevents unpleasant surprises and helps earn their trust. With visibility and insights, you can:

• Ensure continuity of service
• Send pre-emptive alerts to impacted citizens, so they don’t need to contact you
• Maximize uptime and proactively trigger workflows to fix problems before citizens encounter them
• Improve efficiency of personnel in the field with the right tools and knowledge to handle the issue

If you can initiate pre-emptive measures, you can get ahead of issues and instruct citizens and residents on what they can/should be doing to improve outcomes.

We saw immediate results. Incident Management in particular was a huge success with our end users.”

– Support Supervisor, Washington State Department of Health

• Automated delivery of 90 services
• 50% reduction in service delivery costs
• 66% adoption of self-service portals
• 90% customer satisfaction
Citizen engagement

Giving citizens and residents a personalized experience that makes it as easy as possible for them to get the information and answers they need when they need them, can drastically improve their satisfaction, while reducing the costs of delivering service to taxpayers. By taking advantage of an omnichannel service platform – offering a portal, 311 system, knowledge base, online communities, and chatbot resources – you can help citizens help themselves to:

- Choose how, when, and where they interact with you.
- Encounter consumer-grade experiences via live chat, lobby kiosks, and mobile channels.
- Improve service speed and quality with self-service and a customized portal
- Find answers to simple, routine questions via a searchable knowledgebase, virtual agent (chatbot), or discussions with peers/experts.

“We immediately saw dramatic improvements in quality and efficiency. Instead of taking 36 hours to assign an inquiry, it now takes less than two minutes. In total, we’ve reduced our end-to-end resolution times for high-level inquiries by more than 70%—from 120 hours to 34 hours. And, of course, that efficiency also translates directly into lower costs for our taxpayers.”

- Former Director of Customer Service Operations, Tennessee Department of Human Services

Checklist for modernizing customer service

The following are capabilities to look for to deliver experiences that will increase satisfaction, drive down costs, improve margins, and unlock revenue.

- **Provide an effortless service experience** by enabling citizens to engage when and how they want.
- **Deliver an end-to-end experience** by integrating front and back-end processes, from the citizen’s engagement through resolution.
- **Make citizen engagement an on-going priority** by unifying departments, systems, and teams under one service platform.
- **Accelerate resolution** by using automation, machine learning, and data insights to find and fix the root cause of issues fast.
- **Proactively identify issues and opportunities** to improve existing services and deliver new services that address emerging needs.
About ServiceNow

ServiceNow was started in 2004 with the belief that getting simple stuff done at work can be easy, and getting complex multi-step tasks completed can be painless. From the beginning, ServiceNow envisioned a world where anyone could create powerful workflows to get enterprise work done. Today, ServiceNow is the cloud-based platform that simplifies the way we work. ServiceNow software automates, predicts, digitizes and optimizes business processes and tasks, across IT, Customer Service, Security Operations, Human Resources and more, to create a better experience for your employees and customers while transforming your enterprise. ServiceNow is how work gets done.

Delivering exceptional citizen experiences

Organizations are reacting to a disruptive number of customer requests with fewer employees available to respond. In the new normal, scaling your operations for unplanned volumes with digital customer service is essential. ServiceNow Customer Workflows enable organizations to expand capacity via automated self-service, organize resilient operations for unforeseen circumstances, and manage location-based work efficiently and safely. Find out more about ServiceNow Customer Workflows at www.servicenow.com/solutions/customer-loyalty.html or learn more about ServiceNow solutions for government agencies at www.servicenow.com/gov.