

# Design better experiences, for better outcomes in government

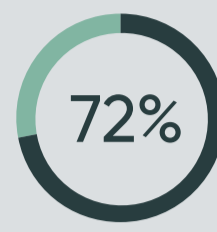
The pandemic has ushered a new, digital way of working. To optimize employee and citizen experiences and boost performance, you need to rethink what experience looks like.

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.



## REFRAMING YOUR MINDSET

Digital solutions have become imperative for agency success. 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.



of private-sector organizations expect significant progress in digitalization 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



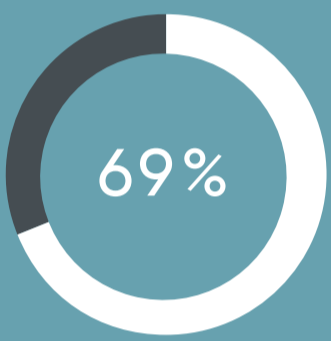
### EMPLOYEE EXPERIENCE

### CUSTOMER EXPERIENCE

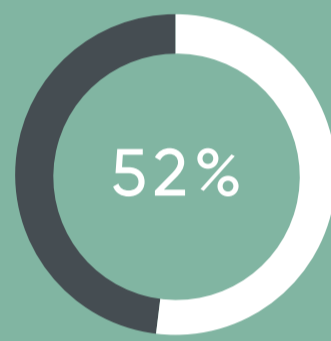


#### The progress

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



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



of agencies are making **data privacy and security** a top priority as cyberattacks went up by 300% in 2020 according to the FBI.

#### The benefits

Workplace digitalization allows you to create channels where employees can interact and collaborate while enabling more intuitive, seamless, and personalized moments for citizens.

## The value, together

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 citizen services are integrated with seamless digital solutions.



## A VIRTUOUS CYCLE OF VALUE BETWEEN CITIZENS 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 suppliers

## DIGITAL IS CENTRAL TO TOTAL EXPERIENCE

Digital workflows help you streamline and automate business tasks to minimize 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 recognize that the whole is greater than the sum of the parts.

With a total experience approach, you can:

1

Increase revenue and improve sales outcomes

2

Facilitate better agency planning and decision-making

3

Better attract and retain customers

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

ACCESS WORKFLOW QUARTERLY

\*900 executives worldwide were surveyed, 20% of whom were from the public sector.

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