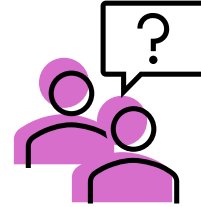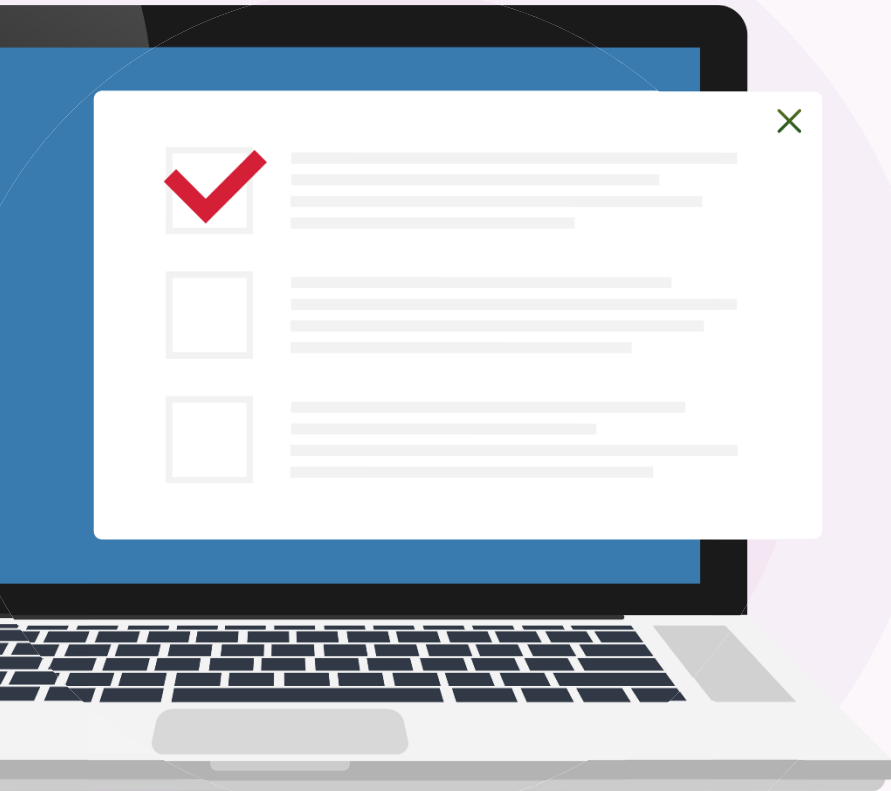# GRANICUS

Digitize Government Services: Go Paperless & Boost Resident Satisfaction

Improving Resident Satisfaction with Seamless Government Experiences and Services

June 5, 2024

Poll: What's the best way to describe where you are today in terms of digitizing government services?

1. **Basic**: Services are available by filling out a paper form or downloading a PDF that must be returned to us.

2. **Developing**: Some services are on-line, and residents can fill out a form on our website to request services, but we still paper and PDF download options to request services.

3. **Scaling**: Most services are available online using forms on found on our website.

4. **Mature**: All services are on-line, and residents can submit requests via the web or their smartphone.

Today's Speakers

Meet our government experience experts

Elizabeth Ahlers

Solutions Advisor, Digital Services, Granicus

MacKenzie Campbell

Solution Consultant, Granicus

Tara Holt

Lead Product Marketing Manager, Granicus

GRANICUS

4-Part Webinar Series

Improving Resident Satisfaction with Seamless Government Experiences and Services

May 8	Improve Online Access to Government Information and Services for Your Community More Information >

June 5	Digitize Government Services: Go Paperless & Boost Resident Satisfaction More Information >

July 9	Utilize Data Insights for Community Development More Information >

August 7	Forge Lasting Community Bonds: Personalized Outreach & Communication Strategies More Information >

Let's Recap Our First Webinar in the Series

Improve Online Access to Government Information and Services for Your Community

- Utilizing human-centered design best practices to craft end-to-end resident journeys that enhance resident satisfaction.

- Designing websites with user-friendly navigation, plain language, multilingual capabilities, and more to bridge communication barriers with residents.

- Implementing predictive search functionality to make it easier for residents to locate necessary information promptly, thus promoting accessibility, equity, and inclusivity in government services.

- Miss the webinar? See it on-demand here.

Today's Webinar

Digitize Government Services: Go Paperless & Boost Resident Satisfaction

- Transitioning to paperless to streamline access to information and services, reducing resident frustration while saving government time and money long-term.

- Harnessing wayfinding tools to empower residents with self-service options so they can navigate your website and find the services they require.

- Digitizing all types of service requests, ranging from parks and recreation to potholes and permits, to enhance government service efficiency and improve service delivery outcomes.

What We Hear From Customers Like You

Digital Services Managers

"**We need to manage digital services** across multiple channels."

Executive Leadership

"**I want to remove citizen frustration** and support overwhelmed staff."

Communications Managers

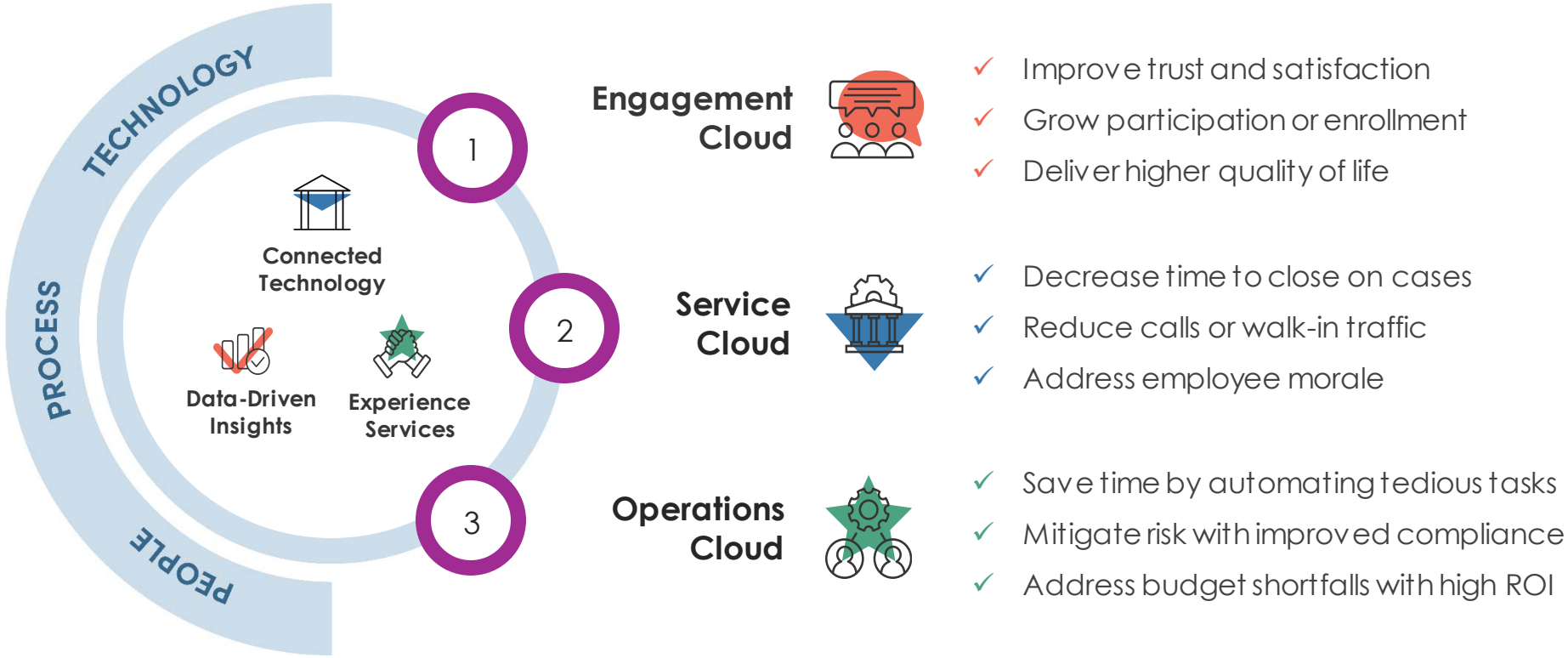"**I want to transparently communicate with the public** to increase trust."

IT Managers

"**I need to unlock IT data silos** and create a secure source of insights."

Together, you wish you could:

✓ Increase community trust in government

✓ Improve resident satisfaction with online self-service options

✓ Save residents and staff time by going paperless

✓ Better understand the needs of your residents

✓ Eliminate risk and tech debt by consolidating solutions

GRANICUS

Granicus Is Transforming how Government and People Connect Digitally

TECHNOLOGY

PROCESS

PEOPLE

Connected Technology

Data-Driven Insights

Experience Services

1

Engagement Cloud

✓ Improve trust and satisfaction
✓ Grow participation or enrollment
✓ Deliver higher quality of life

2

Service Cloud

✓ Decrease time to close on cases
✓ Reduce calls or walk-in traffic
✓ Address employee morale

3

Operations Cloud

✓ Save time by automating tedious tasks
✓ Mitigate risk with improved compliance
✓ Address budget shortfalls with high ROI

6,000
Public sector customers across the globe

22B
Government messages sent annually

300M
People in the Granicus subscriber network

6.4B
Government webpages viewed annually

200,000
hours of Government meetings streamed annually

Better Digital Experiences Deliver Tangible Outcomes

Increase Trust

Satisfied customers are

9x

more likely to trust the organization providing the service

Meet Budgetary Goals

Dissatisfied customers are

2x

more likely to reach out for help 3+ times, which consumes staff time and increases costs

Modernize Systems

Of the government workers surveyed,

36%

Find government processes and interactions intuitive
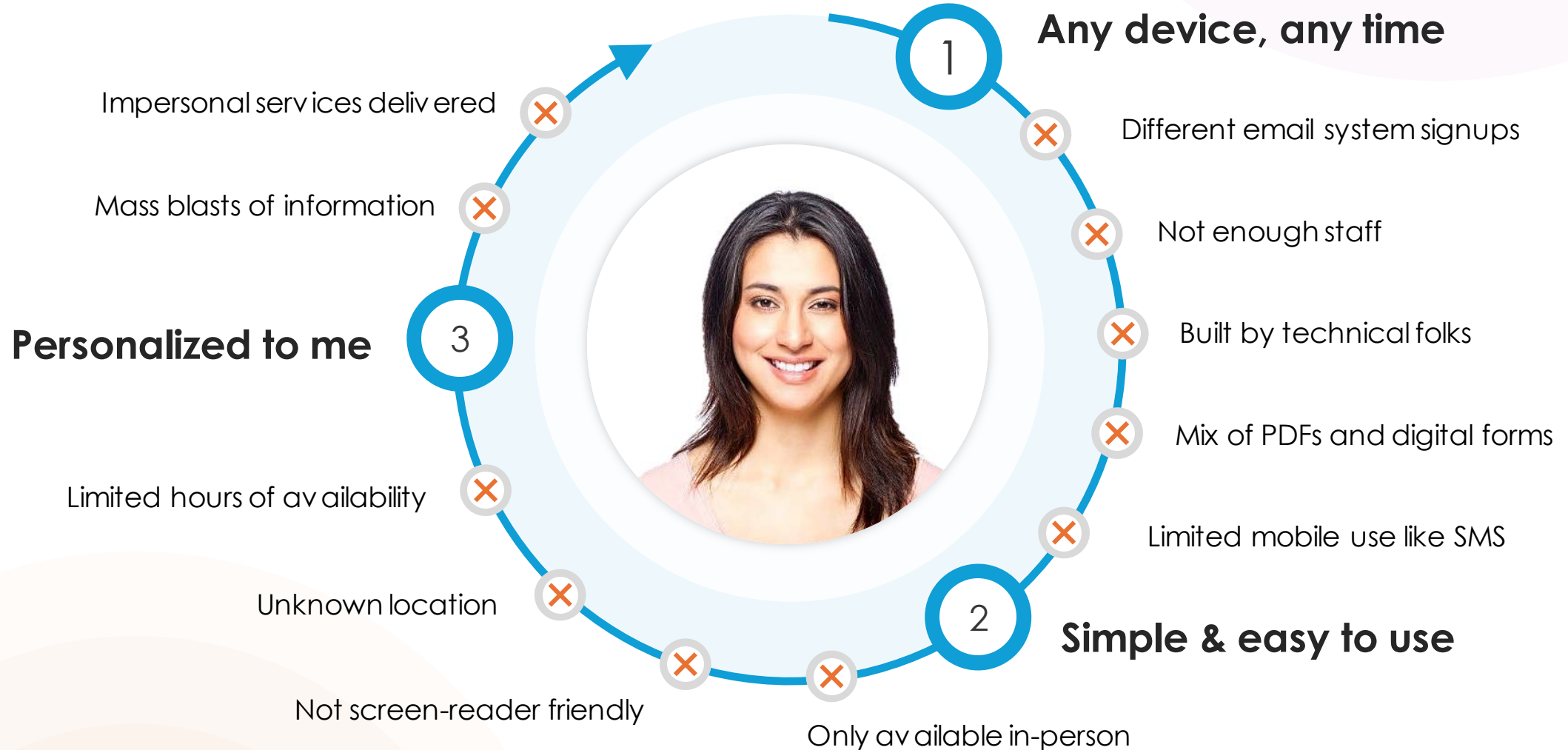
Boost Employee Morale

Long-term organizational success is

50%

driven by organizational health and is mutually reinforced by customer experience

GRANICUS

It Isn't Easy Creating Government Experiences Today

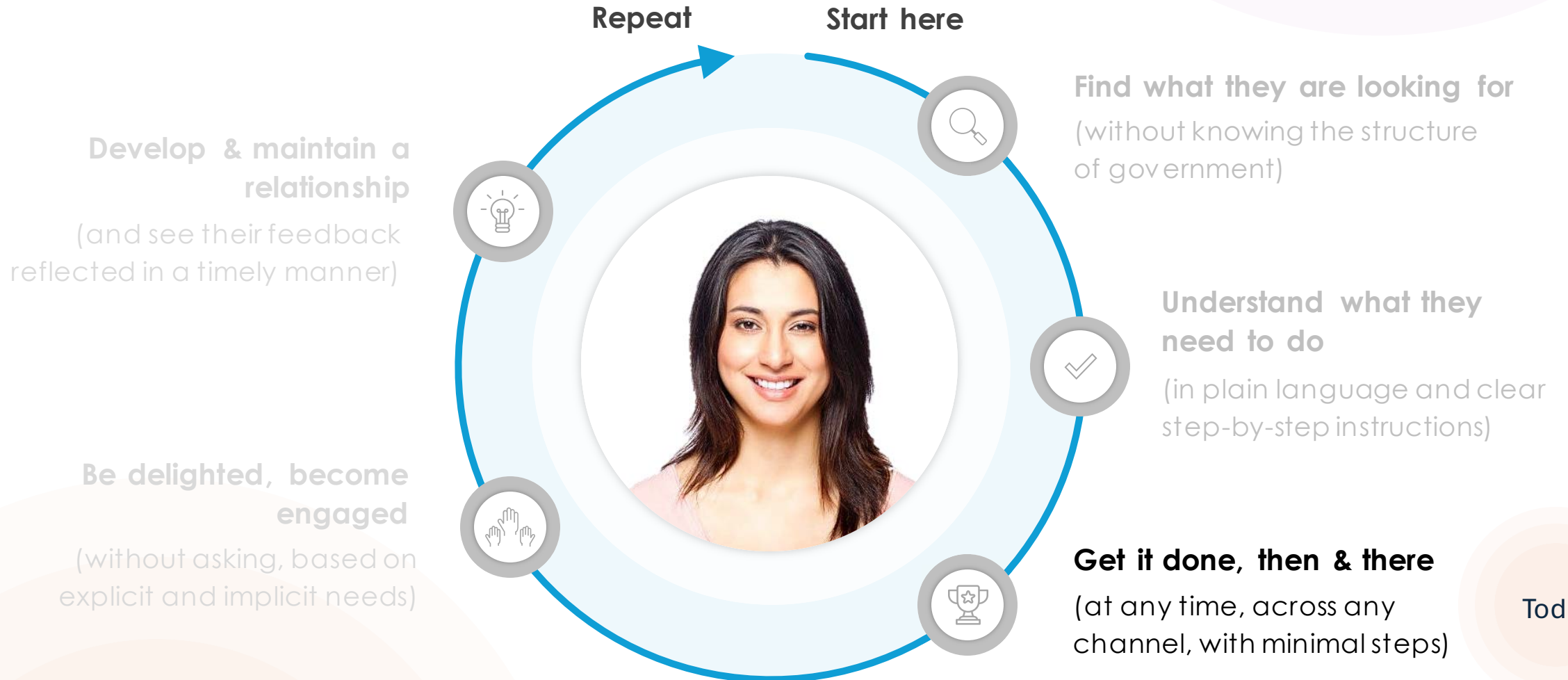*Evolve customer experiences through transformative digital services*

Any device, any time

1

Different email system signups

Not enough staff

Built by technical folks

Mix of PDFs and digital forms

Limited mobile use like SMS

Simple & easy to use

2

Only available in-person

Not screen-reader friendly

Unknown location

Limited hours of availability

Personalized to me

3

Mass blasts of information

Impersonal services delivered

○ expectations   ✕ challenges

How Granicus' Service Cloud Can Help

Solutions designed to increase resident satisfaction, reduce calls, and improve trust in government

Repeat

Start here

Find what they are looking for

(without knowing the structure of government)

Develop & maintain a relationship

(and see their feedback reflected in a timely manner)

Understand what they need to do

(in plain language and clear step-by-step instructions)

Be delighted, become engaged

(without asking, based on explicit and implicit needs)

Get it done, then & there

(at any time, across any channel, with minimal steps)

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Today

From Simple to Complex,
Get It Done

Navigate Service Wayfinding Tools

Create decision trees and contact forms with repeatable form fields for self-service answers

Deploy Digital Services Across the Enterprise

Meet departmental needs like permitting or 311 and manage workflows with 3rd party integrations

Conduct Service Teardowns

Build customer journey maps to optimize end-to-end processes with a full-service digital agency

Reduce long-term costs by up to **98%** by digitizing services *(McKinsey)*

Numerous Granicus success stories confirm digitizing reduces service times from days/weeks to **hours/ minutes**

Service Cloud in Action

Connected web, forms, communications, and engagement to better serve your community.
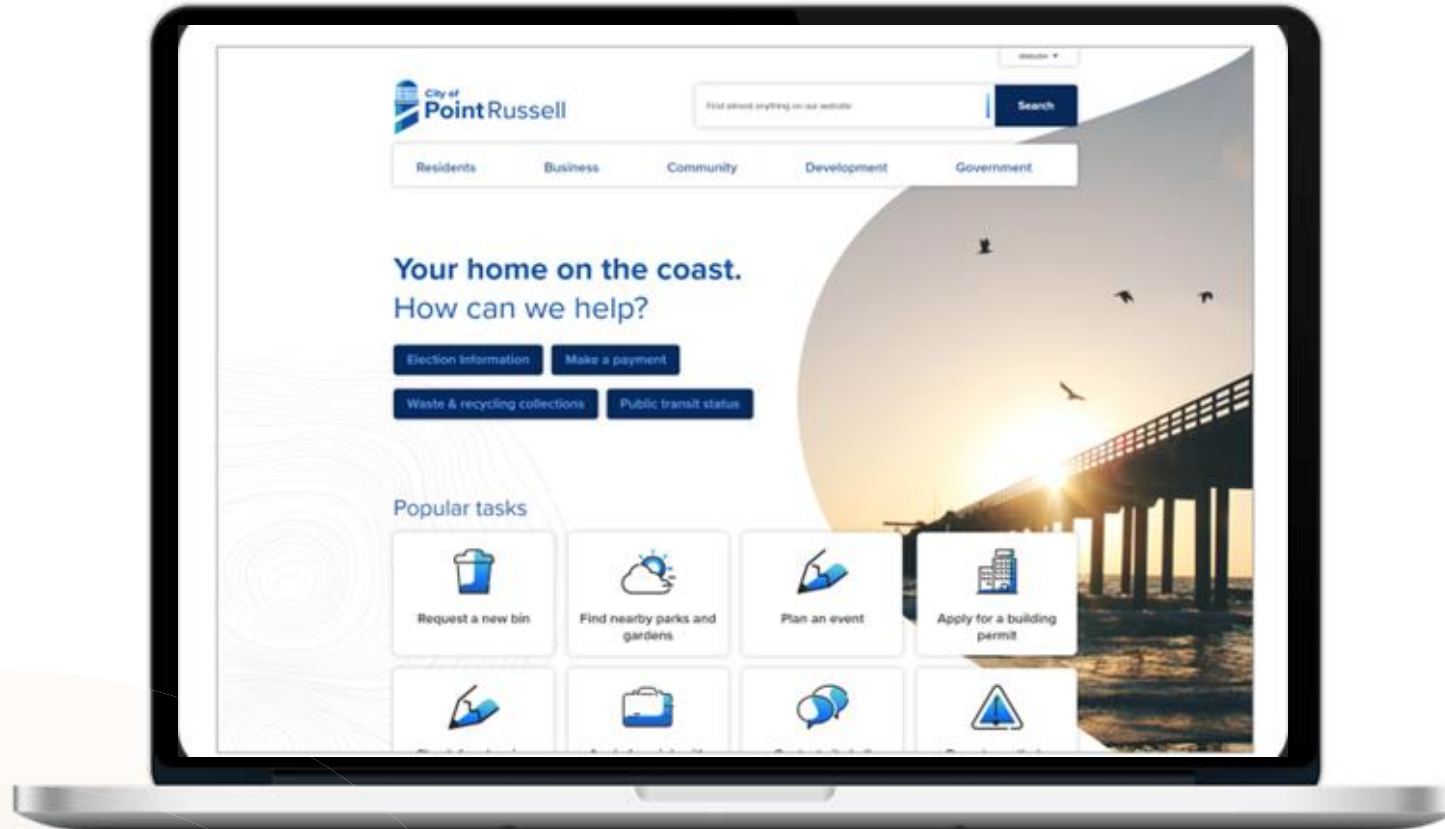
Fully Integrated Solution Partner for Government

Technology alone is not enough. We equip you with the services needed to achieve your goals and outcomes

Kalamazoo, MI needed help updating their website and digitizing critical government forms.

Granicus helped them publish content and forms **that increased web traffic by 10%** and resulted in **over 4,300 online form submissions**.

Morrisville, NC wanted to improve resident outcomes through their website.

Granicus worked with them to refresh their website, it not only provided **more accurate & complete search results**, but also offered a **consistent experience on every page**.

Franklin County, OH needed to rearchitect their website to improve accessibility/usability.

Granicus provided the resources needed to **create and implement a new information architecture**, **train staff on how to write better content and design simpler forms**.

City of Grand Rapids, MI

Reduce walk-in traffic by enabling more online services

257+ New online services enabled on website

50% Payments made online

79% Reductions in walk-ins

650K Total savings

"We are building the website for our community — a digital City Hall that serves those who live, work and play here on their terms, on any device, on any browser, at any time. If the website does not work for our community, it simply does not work."

Rosalynn Bliss, Mayor of Grand Rapids, Michigan

CITY OF GRAND RAPIDS

Service Delivery is More Than Just User Experience

Make the shift from UX to CX.

Redesign a website

Complete PDF forms

Mail communications or survey (or call)

Prioritize required services only

Service Cloud can help. We provide...

✓ A flexible, human-centered, platform that connects people, process, and tech to enable inclusive, accessible government for everyone 24/7

✓ Paperless processes that streamline any service, simple or complex

✓ Actionable data insights to delight residents and improve community outreach

✓ End-to-end customer journeys that deliver digital services that work

✓ A partner who can help you achieve your digital transformation goals now and in the future

Questions?

Thank You

Questions? Contact info@granicus.com

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