Empower a Modern Government Experience
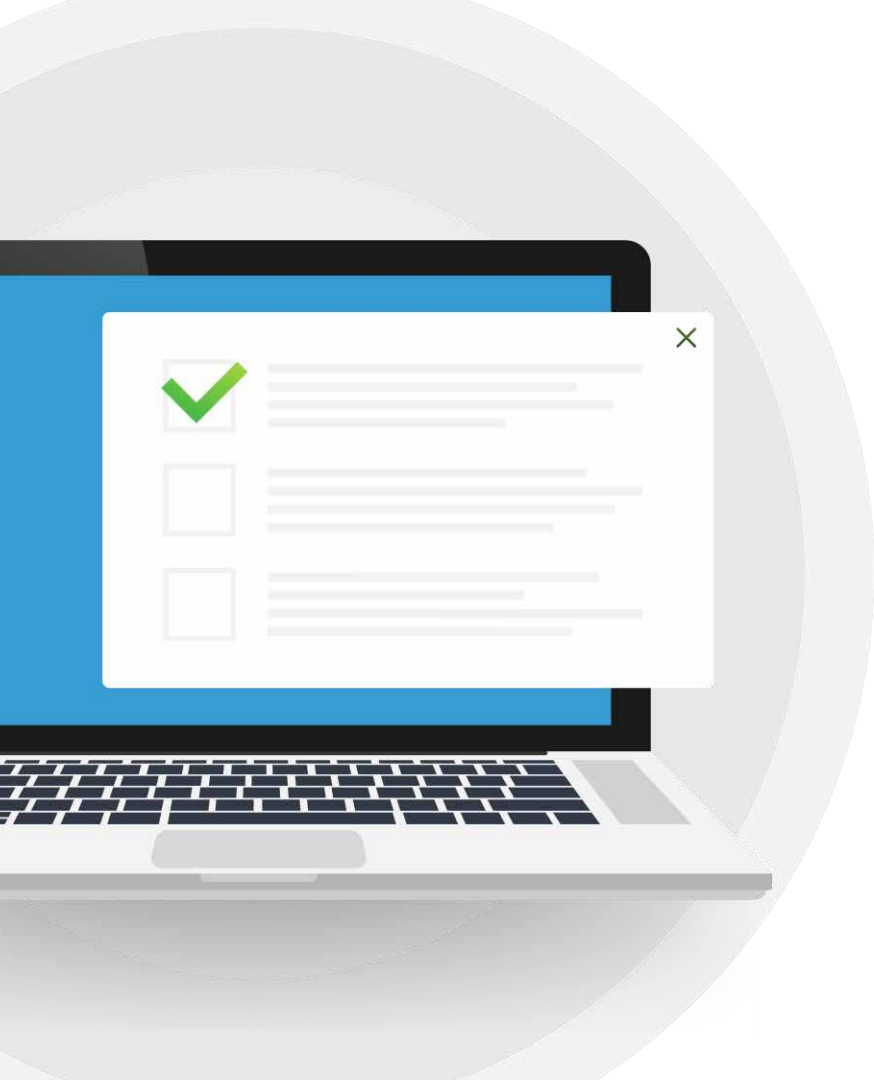
March 28, 2023

What title best reflects your day-to-day responsibilities?

1. Program Manager

2. Communications Manager

3. IT Manager

4. Web Coordinator

5. Other (comment in chat!)

Connecting & Interacting Today

Questions

Submit your questions via the Zoom Q&A console.

govCommunity

See additional resources and chat after the webinar.

Chat

Your peers are in the chat. We encourage you to connect there!

Granicus Is Transforming how Government and People Connect Digitally

Serving
the public's needs & interests since 1999.

500K+
GOVIES
Across 6,000 agencies

GRANICUS
Government Experience Cloud

Web Comms Services Mtgs Records

Consulting

300M+
PEOPLE
Across the U.S., Canada, U.K and ANZ

Connecting
with government-provided information and services

6,000+ Government Customers	**15** Of 15 Federal Agencies	**1000** Employees Worldwide	**50** States, plus locales in Canada, UK, Ireland, Australia, New Zealand	**50** of 50 Largest US Cities

Today's Speakers

Luke Norris

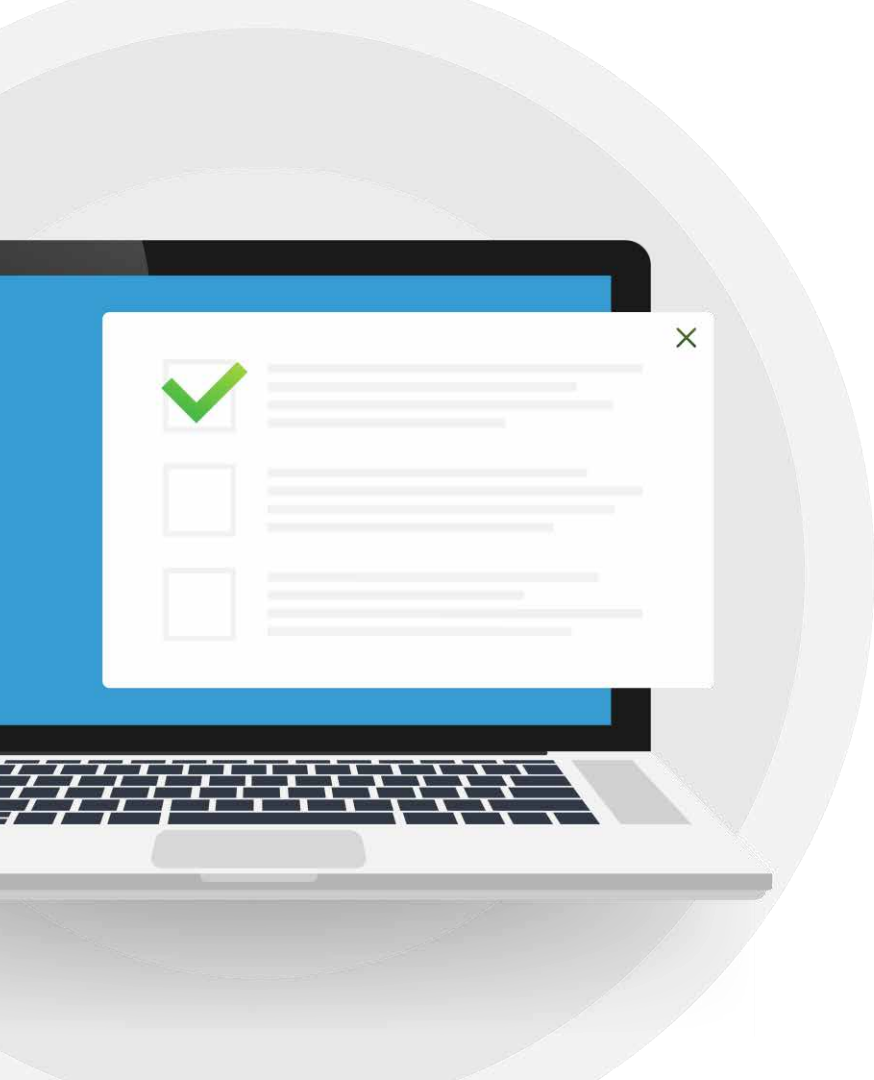Vice President – Platform &
Digital Transformation
Granicus

Carolina Prieto

Solutions Advisor –
Digital Communications,
Granicus

Olivia Fiocchi

Marketing Specialist,
Granicus

What is the biggest barrier in advancing your CX strategy?

1. **Technology**

2. **People**

3. **Data**

4. **Process**

What surprised you about the survey results?

Legacy Systems and Point Solutions Slow Efforts to Improve the Resident Experience

60%

OF RESIDENTS

experience a problem accessing online government services, leading to more in-person visits and phone calls.

82%

OF GOV WORKERS

believe their operations should be more technologically advanced.

54%

OF RESIDENTS

expect to access services online easily.

"Whether you're looking to apply for a permit or find the nearest free meal distribution site, confusing and sometimes clunky public apps are the norm.

But a bad user experience isn't just inconvenient — it could be the difference between someone getting fed or going hungry. This information asymmetry also erodes trust in city hall."

- Clay Garner, Deputy Chief of Staff to the Mayor, San Jose

Brookings Institute; Governing.com Bad Data Report; McKinsey Public Sector Journey Benchmark, 2019

Improving customer experience can drive better critical outcomes for government agencies around the world

Increase trust

Satisfied customers are

9x

more likely to trust the agency providing the service

Meet or exceed budgetary goals

Dissatisfied customers are

2x

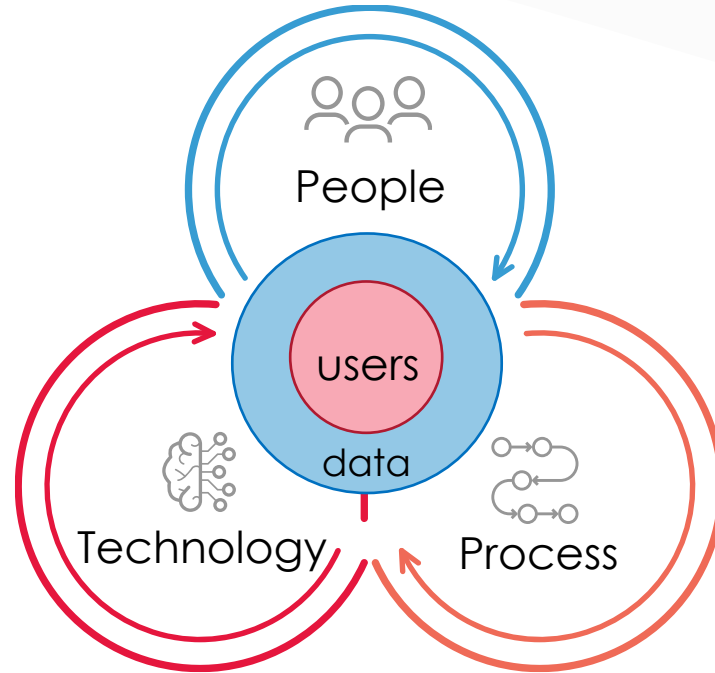more likely to reach out for help 3+ times

Boost employee morale

Long-term organizational success is

50%

Driven by organizational health and is mutually reinforced by customer experience

Investing in technology alone, isn't enough

How are digitally mature governments investing in **people** to drive better outcomes?

People investments

Developing **skills**, **mindset**, and **empowering** government staff to solve problems from the user's lens

Examples

- User centered / human centered thinking
- Use data to inform decisions
- Outcomes over outputs
- Plain language writing
- Customer journey mapping
- User testing
- New hiring practices
- Empathy

Think about the user at all stages of the customer journey

Find what they are looking for

(without understanding how the government does business)

Understand what they need to do

(using plain language and clear step by step instructions)

Get it done, then and there

(at any time, on any device, with minimum steps)

Be delighted, become engaged

(without asking, based on explicit and implicit needs)

Develop a participation habit

(and see their feedback reflected online)

How are digitally mature governments investing in **process** to drive better outcomes?

Process investments

Re-evaluate process (or workflow) design from the **view of the user** and their needs rather than from a policy-first or operations-first mindset.

Examples

- Customer journey mapping
- Service tear downs
- Lean processes
- Organizational / team re-design

How are digitally mature governments investing in **technology** to drive better outcomes?

Technology investments

Investing in low-code / no-code technology that empowers **all users regardless of their tech abilities** to play a critical role in the customer journey.

Examples

- Low-code / no-code
- Platform technologies
- Open integrations

How are digitally mature governments using **data** to measure success or determine fail points?

Data Informed Focus

Using data throughout the customer journey – from understanding **how people use technology** to **analyzing their behaviors** through data can help inform whether the technology is working.

Are there process or other issues **preventing a user from accomplishing their goals** or impacting their level of satisfaction?

It can also better guide where and how you are investing – and help ensure you're maximizing your investment to drive the greatest outcomes.

Examples of how data can inform customer journey
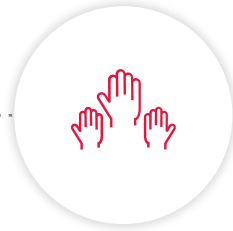
Find what they are looking for

How are users searching for info?

Are they searching on mobile or desktop?

How do they prefer to receive information?

What email are they clicking on?

Do they trust the info they are getting?

Understand what they need to do

What's the grade level reading level and native language of users?

Where are they when they are looking for information?

What's driving their need for information?

Does more targeted info change behavior?

Get it done, then and there

How are users completing a task?

What's preventing them? Where are they abandoning the process?

How much time is it taking?

If they abandon, what brings them back?

Be delighted, become engaged

How are customer rating their satisfaction? Are you measuring that?

Are users coming back?

How are they engaging more deeply or accessing new info?

How frequently / increase are users engaging?

Develop a participation habit

How frequently are users engaging?

What pathways can you draw in the recurring engagement?

How do you use ongoing digital-first touchpoints that lead to more satisfaction with your stakeholders?
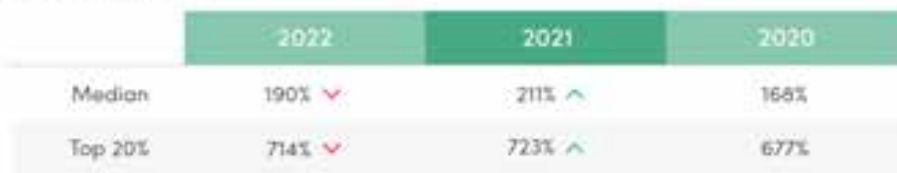
Where am I reaching people?

How can I engage people at the right time, and right place in their customer journey?

BY MARKET

Median ■ Top 20%

| Overall | Federal | State & Local | United Kingdom |

714% 190% | 529% 154% | 715% 191% | 779% 225%

YEAR OVER YEAR

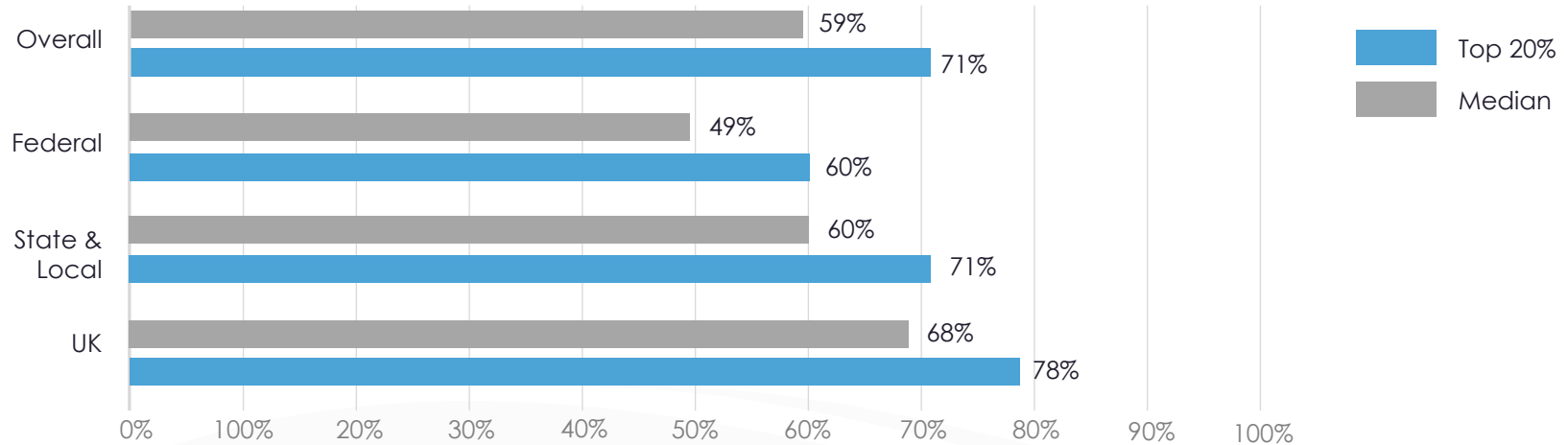|	2022	2021	2020
Median	190% ∨	211% ∧	168%
Top 20%	714% ∨	723% ∧	677%

ⓘ

Overlays saw a small decline in impact from 2021, but still surpassed 2020 when vital public health information was often communicated through overlays. This continued overall positive trend in overlay impact shows that organizations are better understanding how to create effective overlays that encourage engagement without overloading audiences with irrelevant information.

Audiences are becoming more engaged

Median vs. Top 20% in Engagement Rates

Engagement Rate by Market

Legend:
- Top 20% (blue)
- Median (gray)

Engagement Rate by Market:
- Overall: Median 59%, Top 20% 71%
- Federal: Median 49%, Top 20% 60%
- State & Local: Median 60%, Top 20% 71%
- UK: Median 68%, Top 20% 78%

Year-Over-Year Engagement Rates

	2022		2021		2020
Median	59%	^	54%	v	56%
Top 20%	71%	^	69%	v	71%

The 5% increase in median rates (vs. 2% in the Top 20%) suggests that more governments are finding better engagement rates with their audiences overall.

Governments can continue building engagement by creating content that speaks to impact and resident needs. As audience numbers grow, maintaining stable or growing engagement rates reflect successful digital communications strategies.

Data-driven personalization drives better outcomes

Did You Know?

People who receive very **segmented and specific** messaging are 38% more likely to take a desired action online and 60% more likely to complete an account login.

SMS follow-ups can increase completion rate by **15%**

How is Granicus helping governments and where are you seeing these principles and practices have an impact?

Digital Engagement & Maturity in Government

LEVEL 1

MANUAL

Static websites and PDFs that require significant **in-person support**, often made available to residents via department-run, legacy systems.

LEVEL 2

ONLINE

Digital tools such as **outbound emails or SMS** that enable individual departments to **reach more of their residents, capture new subscribers**, and shift residents toward online channels.

LEVEL 3

PERSONALIZED

Unified information, services, outreach, feedback tools, and individual interaction history that span departments and enable transformed resident and employee experiences.

LEVEL 4

INTELLIGENT

Connected government that enables **contactless interactions and leverages data, AI, machine learning, and two-way feedback** to drive dynamic, personalized resident experiences and more efficient and informed services.

FROM:

- ✓ Govt-controlled access
- ✓ Siloed and manual
- ✓ Offline and general

TO:

- ✓ On-demand self-service
- ✓ Unified and automated
- ✓ Multichannel and personalized

Government should set the **standard** when it comes to digital experience.

A better citizen experience is one built around a more **human** experience.

Technology can't **thrive** without strategy.

Strategy is better when informed by **data**.

GRANICUS
EXPERIENCE
GROUP

OUTCOMES WE HELP OUR CUSTOMERS ACHIEVE

1

GROW AUDIENCE

Scale your reach through our 250M+ opt-in subscriber network across 4,500 government agencies. Optimize paid, partner & owned media for opt-in.

2

SEGMENT & PERSONALIZE

Leverage data to break down big audiences into hundreds of microsegments based on demographic- and behavior-based categories.

3

DRIVE ENROLLMENTS

Deliver action-driving messages directly to new and current subscribers to educate and inform about the value of your program and the enrollment process.

4

MEASURE IMPACT

Scalable technology to track engagement and actions across millions of subscribers. Leverage data & insights to test & optimize. Report on program outcomes.

"We have a small team and limited resources, and both were being stretched thin. When we were introduced to GXG and Granicus' Network of 250 million subscribers, we knew that would be the best way to spread our message and reach the people who need our help."

- **Peggy Willoughby,** Director of Communications at the Dept. of Veterans Affairs, National Center for PTSD

DC Fire & Emergency Medical Services

GOAL: Reduce 911 Non-Emergency Calls and Increase Health Literacy

SOLUTION: Identify needs & pain points of patients, along with call center and clinic staff, to create a holistic view of the patient journey, then map opportunities for improvement, including:

1. **Educational digital outreach,** teaching patients how to proactively manage their health, how to access care at a clinic, and what to expect during a visit.
2. **Holistic experience,** rejuvenating excitement and potential of the program with staff at Right Care, Right Now clinics and FEMS

OUTCOME:

10% Reduction in Non-Emergency 911 Calls

"Without the help of the Granicus Experience Group (GXG), we would not have seen the engagement or success in getting our patients to the right form of care so quickly."

– Dr. Robert Holman, Chief Medical Director for FEMS

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Hartford, CT

Goal: *To transforms the resident experience through the creation of a complete Digital City Hall*

200 digital forms many converted from PDFs

24,000 submissions of online forms

Streamlined Public record request process

Increased access to digital services

"The Granicus team was a tremendous and collaborative partner as we worked to redesign our digital services and offer a true digital City Hall. I'm grateful that we had a partner that understood how important it is to start by listening closely and carefully to the residents, the service users, and our City team."

Luke Bronin, Mayor, Hartford, CT

Government Experience Cloud

govAccess   govService   GovQA

CASE STUDY:
The U.S. Department of Labor, HIRE Vets Medallion Program

GOAL: Grow program applications

OUTCOMES:

127% **Growth** in accepted applications

58% **Increase in program revenue** and applicants for Year 2 to 3

232 **Repeat applicants,** 58 of which are 3X repeats

"We didn't have the budget for a big advertising campaign with billboards or television spots. We had an on-the-ground strategy in each state, and the Granicus Experience Group was critical in helping us expand our audience and awareness at the level we needed."

– **Randall Smith**
Director of the Department of Labor's HIRE Vets Medallion Program

GRANICUS EXPERIENCE GROUP

Our Technology Vision
Personalized Public Sector Experiences

To transform the way government agencies interact and engage their communities:

1 *By building an **Open**, **Deeply Interconnected**, and **Secure** Platform that enables frictionless data capture, blending and sharing*

2 *By providing integrated, omni-channel solutions that, by leveraging profile intelligence data, deliver **highly personalized digital experiences**, while intentionally capturing user interests and preferences*

3 *By connecting government organizations and residents at all levels with common, shared solutions that enable **coordinated, multi-agency digital experiences***

Questions?

GRANICUS

THANK YOU!

Questions? Email info@granicus.com