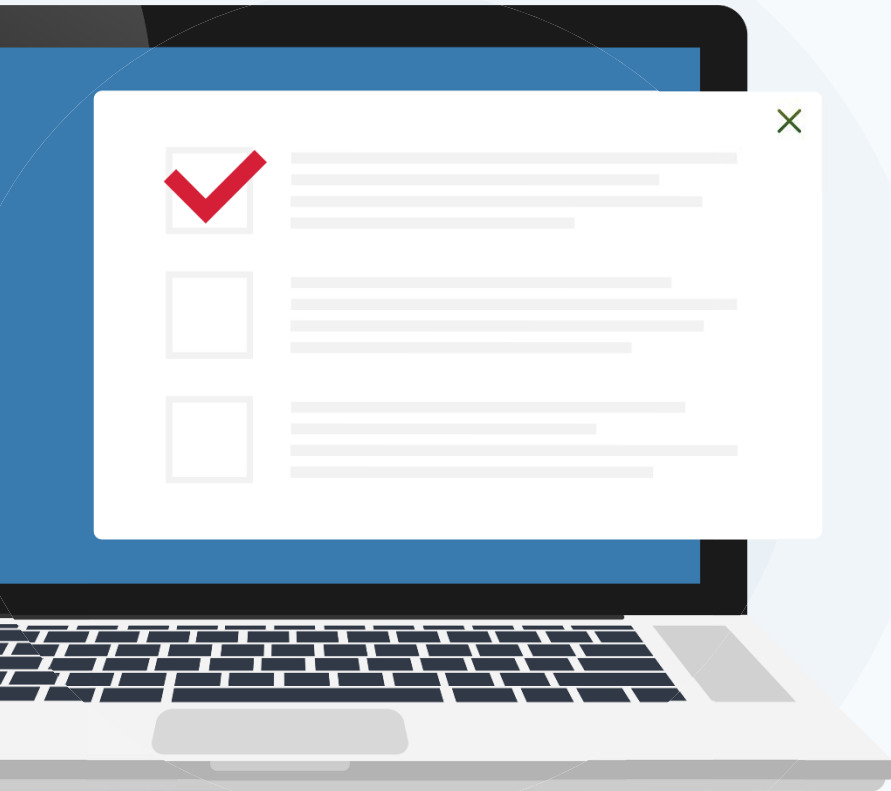# Utilize Data Insights for Community Development

Improving Resident Satisfaction with Seamless Government Experiences and Services

July 9, 2024

Poll: What's the best way to describe where you are today in terms of leveraging data to drive informed decision-making?

1. **Limited**: We don't have a baseline of our data today (e.g. No easily accessible dashboards or analytics, not sure how to get started).

2. **Developing**: We store data, but don't analyze it yet. We don't regularly track any metrics today but would like to in the future.

3. **Scaling**: We are storing and tracking data and report on some key metrics, but only in certain areas (e.g. website views, # of forms submitted).

4. **Mature**: We consistently review collected data to understand trends, to look for service gaps, and to inform our strategy decisions.

Today's Speakers

Meet our government experience experts

Elizabeth Ahlers

Solutions Advisor,
Digital Services,
Granicus

MacKenzie Campbell
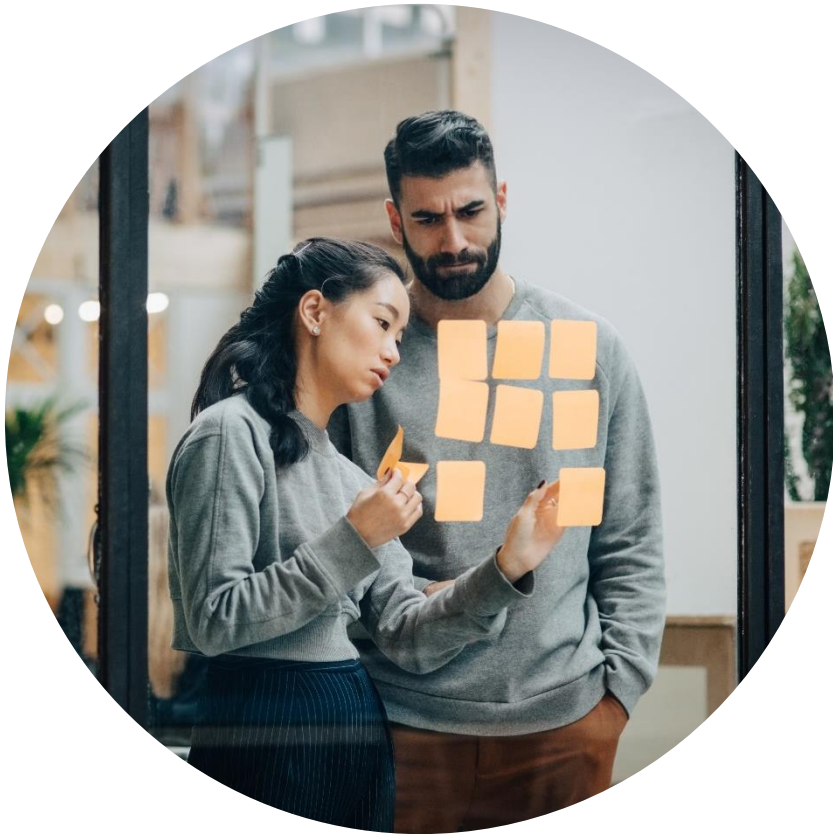
Solution Consultant,
Granicus

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 Past Webinars in the Series

Improve Online Access to Government Information and Services for Your Community

- Designing websites with user-friendly navigation, plain language, multilingual capabilities, and more to make it easier for residents to locate necessary information, promoting accessibility, equity, and inclusivity

Go Paperless and Boost Resident Satisfaction

- Streamline access to information and services with wayfinding tools and easy-to-use forms to provide self-service options to residents to reduce resident frustration while also saving government time and money long-term.

Miss the webinar? See it on-demand here.

Today's Webinar

Utilize Data Insights for Community Development

- Understand the data you are collecting with each resident interaction

- Use collected data to inform decision-making and gain insights into resident behavior and sentiment

- Identify trends, discover opportunities, and enhance service delivery through benchmark data, dashboards, and analytics tools.

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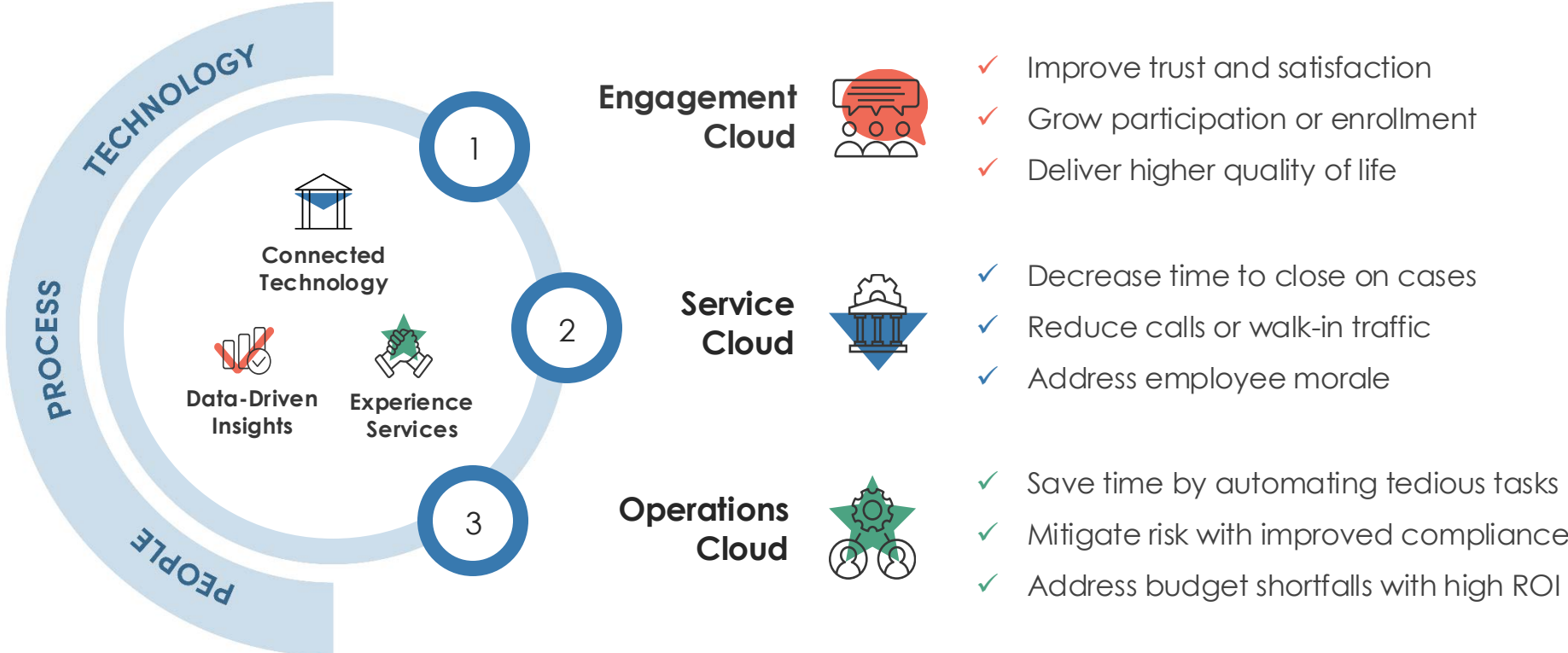
"**I need to unlock IT data silos** and create a secure source of insights."

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

2

3

Engagement Cloud

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

Service Cloud

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

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

1 — Any device, any time

- ✕ Different email system signups
- ✕ Not enough staff
- ✕ Built by technical folks
- ✕ Mix of PDFs and digital forms
- ✕ Limited mobile use like SMS

2 — Simple & easy to use

- ✕ Only available in-person
- ✕ Not screen-reader friendly
- ✕ Unknown location
- ✕ Limited hours of availability

3 — Personalized to me

- ✕ 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)
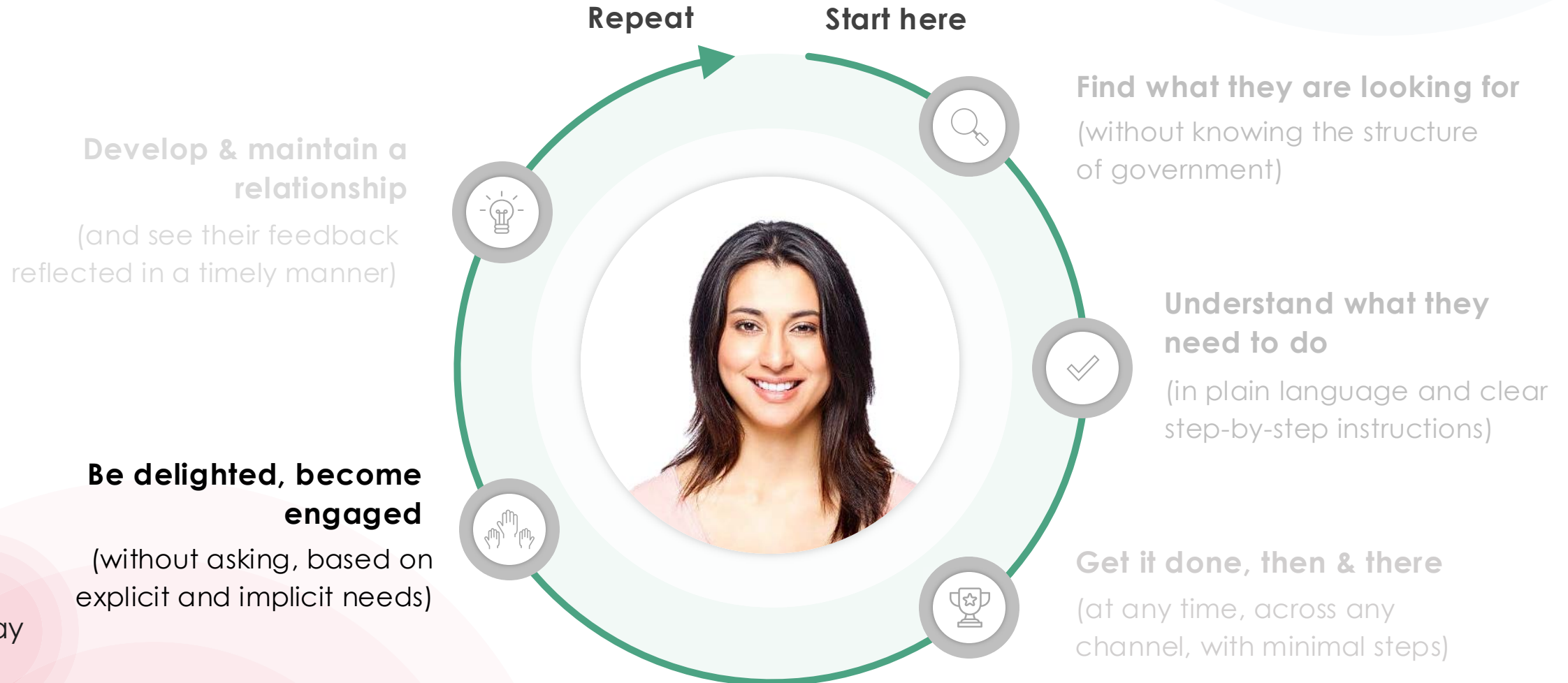
How Granicus' Service Cloud Can Help

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)

Today

Get it done, then & there

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

What story is your data telling you?

It's time to make data driven decisions for your community

Our Vision for Civic Engagement

1 LEVEL

2 LEVEL

3 LEVEL

4 LEVEL

FROM:
- ✓ Gov't-controlled access
- ✓ Siloed and manual
- ✓ Offline and general

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

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.

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

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.

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

13

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

Service Cloud in Action

Connected web, forms, communications, and engagement to better serve your community.
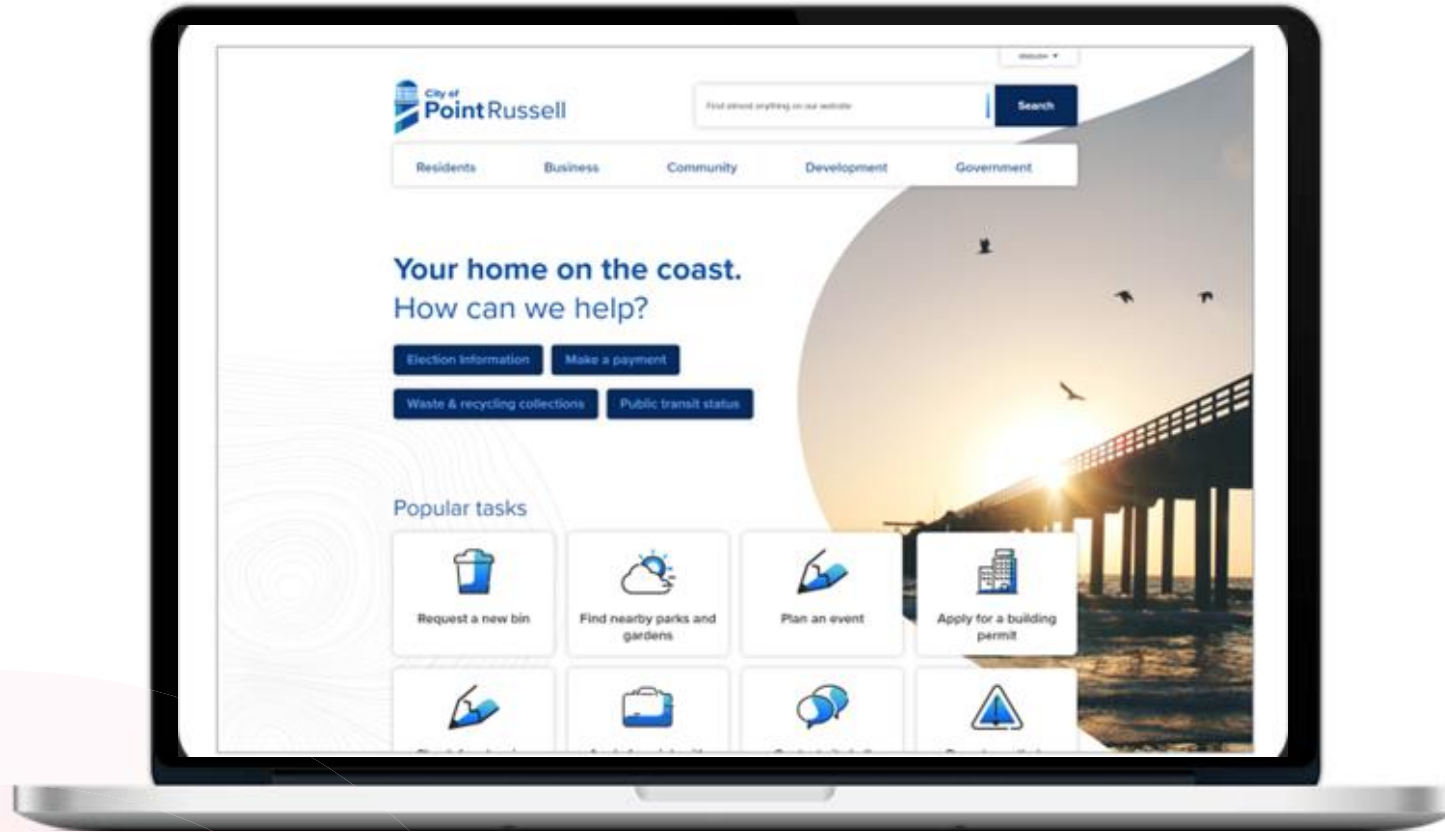
City of Grand Rapids, MI

Reduce walk-in traffic by enabling more online services

257+ New online services enabled on website

50% Payments made online optimizing revenue attainment

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

Questions?

Thank You

Questions? Contact info@granicus.com

GRANICUS

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**.

# Delight and Engage at Every Step

Recommend Curated Content

Promote relevant services, events, and programs to your community based on recent activity

Analyze Service Insights and Sentiment

Use a centralized hub to track service requests, view data dashboards, and integrate with APIs for consolidated reporting

Transform Experiences Across Entire Organization

Build customer journey maps to optimize end-to-end processes using a full-service digital agency
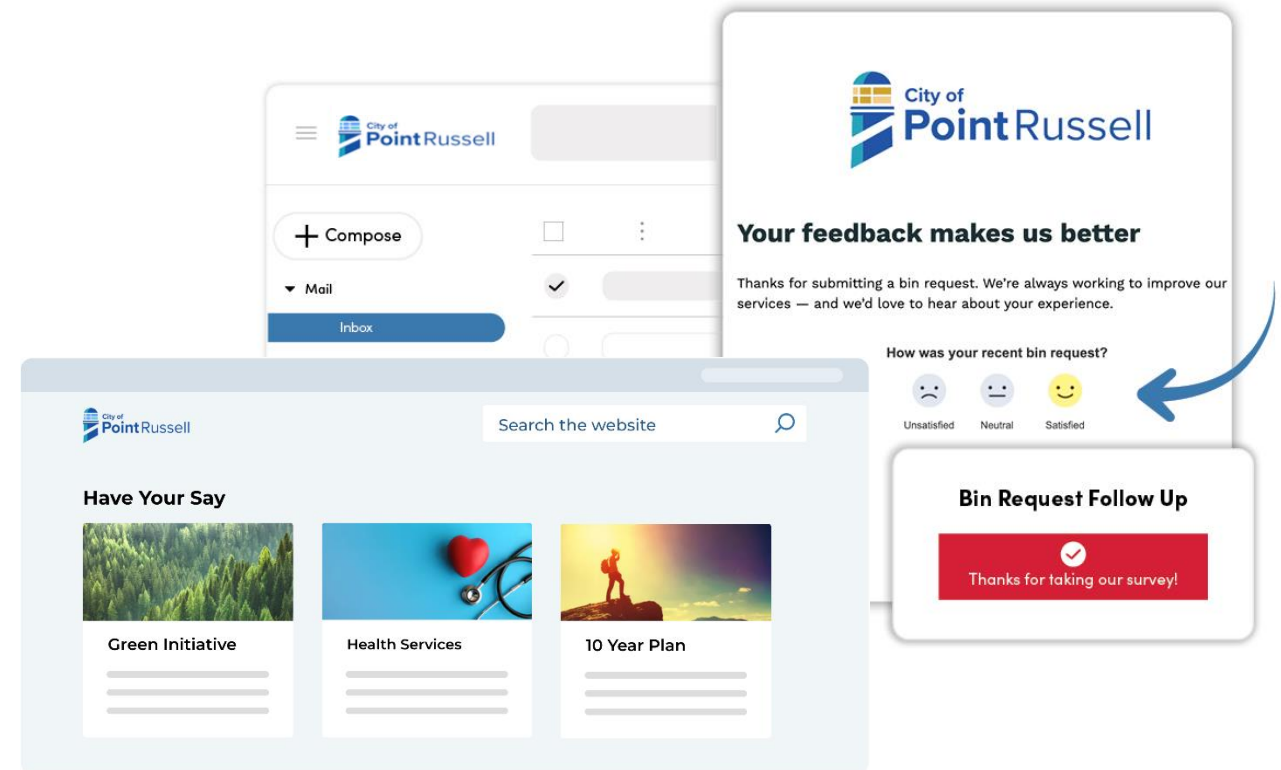
Residents are **44%** more likely to reengage if given personalized experiences (*Deloitte*)

Targeted outreach costs **30%** less than other marketing efforts (*LinkedIn*)

Develop and Maintain Relationships

Optimize Outreach Based on Resident Preferences

Adapt communications using collected data, resident preferences, and knowledge from more than 30 billion Granicus network subscribers

Improve Program CSAT with Benchmark Reporting

Eliminate unknowns by analyzing audience motives, behaviors, and attributes over time

Create Success Plans to Exceed Expectations

Enable year-over-year maturity with strategic plans that optimize service delivery processes long-term

Gain insights into request types, trends, and more. Use data to improve the customer experience.

Analytics

AVG. TIME TAKEN
4
3
2
1

RESPONSES
50
35
20
5

PRICE BAND

FIELDS WITH MOST RESPONSE ERRORS

DATA

87% of residents expect a better experience from gov't than the private sector, according to *Deloitte*

63% of gov't employees think change is needed to enhance workplace digital tools & technologies (*EY 2022 Tech Horizon Survey*)