



Granicus Government Experience Cloud

April 4, 2023

Granicus is Transforming how Government and People Connect Digitally

Serving
the public's
needs &
interests since
1999



Connecting
with
government-
provided
information and
services

Today's Speakers



Helen Cooley

Senior Solutions Marketing Manager,
Granicus



Luke Norris

Vice President of Sales Enablement,
Granicus

Supporting Q & A



Elizabeth Ahlers

Solutions Advisor – Digital
Services, Granicus

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

Cost to serve, by channel

Price per transaction by channel



Face-to-face

\$16.90

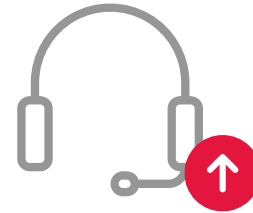
per request



Correspondence

\$12.79

per request



Telephone

\$6.60

per request



Online

\$0.40

per request

Source: Deloitte, 2015

<https://www2.deloitte.com/content/dam/Deloitte/au/Documents/Economics/deloitte-au-economics-digital-government-transformation-230715.pdf>

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%

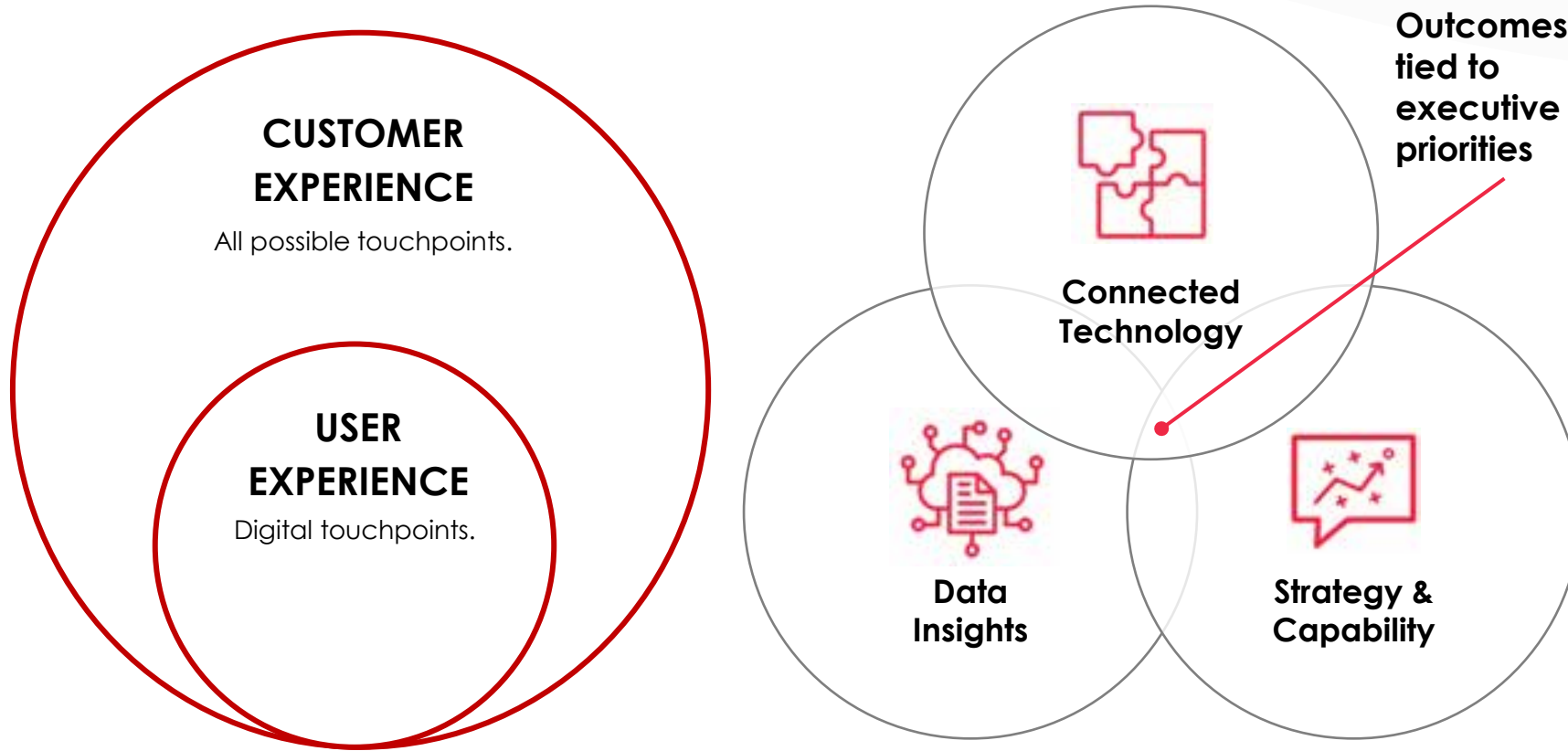
Driven by organizational health and is mutually reinforced by customer experience



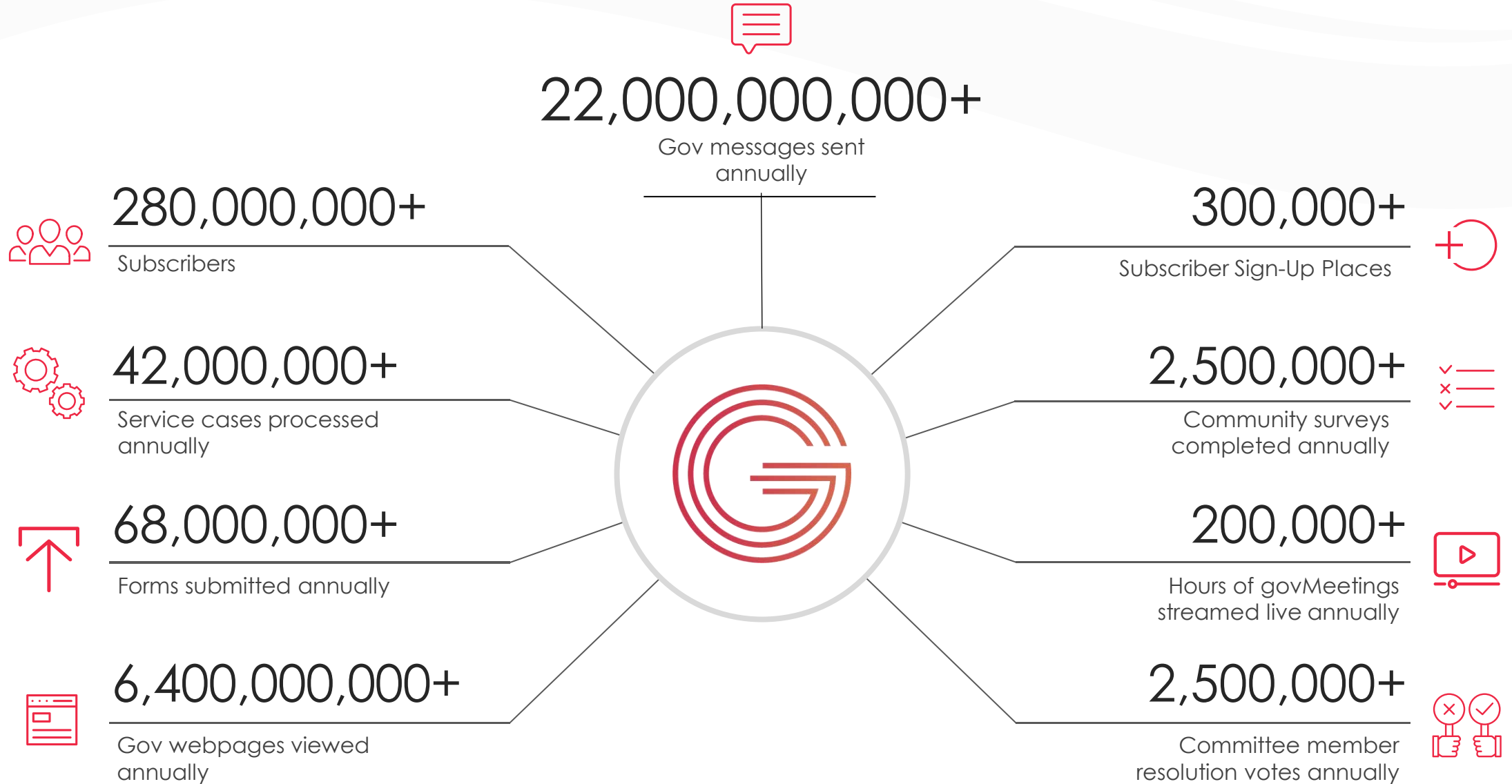
Poll: How will you solve today's operational challenges?

1. Digitize all services to provide a unified customer experience
2. Improve agency agility & ability to handle disruption
3. Consolidate vendors to ease budget and management pressure
4. Increase engagement touchpoints across the customer journey

Government Experience Cloud



Platform Metrics Today



Where residents are front and center



Find what they are looking for

(without understanding the business of the government)

Understand what they need to do

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

Get it done, then and there

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

Be delighted, become engaged

(without asking, based on explicit and implicit needs)

Develop a participation habit

(and see their feedback reflected online)

Granicus Government Experience Cloud

Flexible, scalable solutions to help you as a modern, digital-first government

Serve Better

Increase online self-service, reduce calls, and drive more clicks to help constituents do business with you at any time on any device.

Engage Communities

Engage constituents, gain and leverage their feedback, increase involvement in community projects and programs.

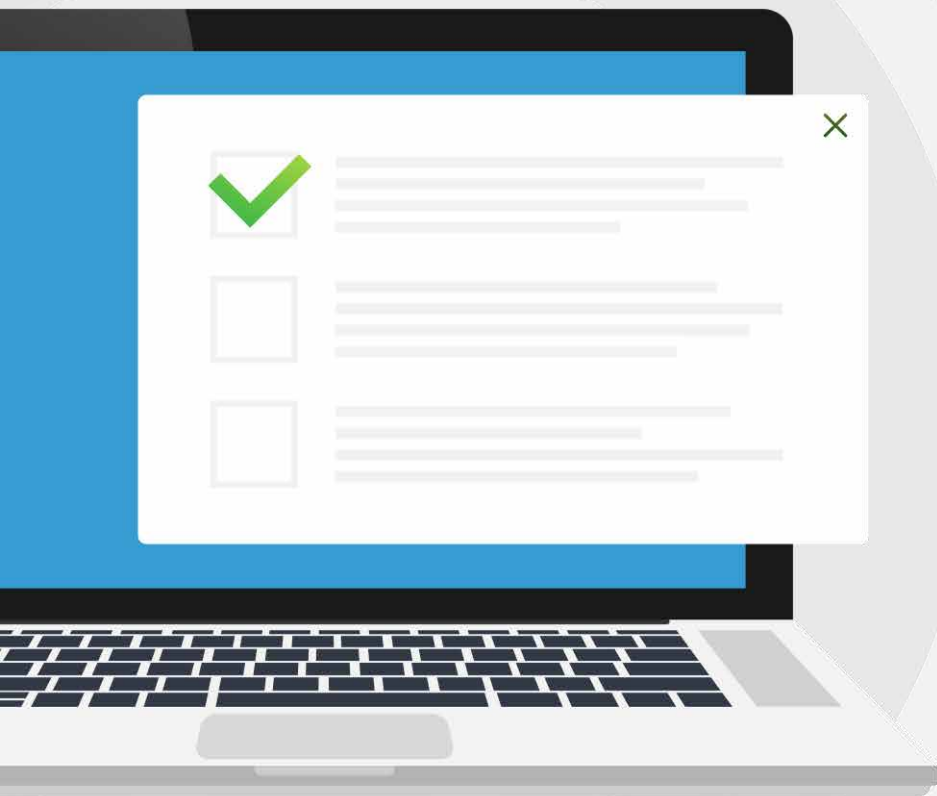
Improve Operations

Increase revenues, improve citizen experience, and empower greater staff productivity.



Poll: Which of the following is your agency's top priority?

1. Engage communities
2. Improve operations
3. Serve better
4. Other (share in chat)



Exceptional outcomes that drive ROI

Serve Better

City of Grand Rapids, MI

 **79%**

reduction in walk-in traffic for most utilized online service

AZ Dept of Transportation

 **1.3 M**

customer hours saved annually

Engage Communities

Fairfax County, VA

 **200%**

increase in customer growth

City of Baytown, TX

 **30,000**

site visits by residents on the community engagement platform

Improve Operations

City and County of Denver

 **450**

minutes saved weekly creating and maintaining ADA compliant pages

City of Orlando, FL

 **65%**

new easy and intuitive website increases customer satisfaction

Hartford, CT

Goal: To transform 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



City of Olathe, Kansas

Goal: Modernize the way its government operated



<2 MIN

Average time for most residents to find what they need on the website



2660%

Increase in total subscribers



16K

After adding agendas to the website, traffic—on that page alone—doubled (up from 8K)



“Olathe's success can also be measured by its ability to continue evolving and adding to its experience, knowing everything will work seamlessly together because we have an interconnected, platform solution.”

Scott Meyer, Digital Programs Manager



govDelivery



govService



govAccess



govMeetings



City of Grand Rapids, MI

Goal: Reduce walk-in traffic by enabling more online services



257+

new online services enabled on website



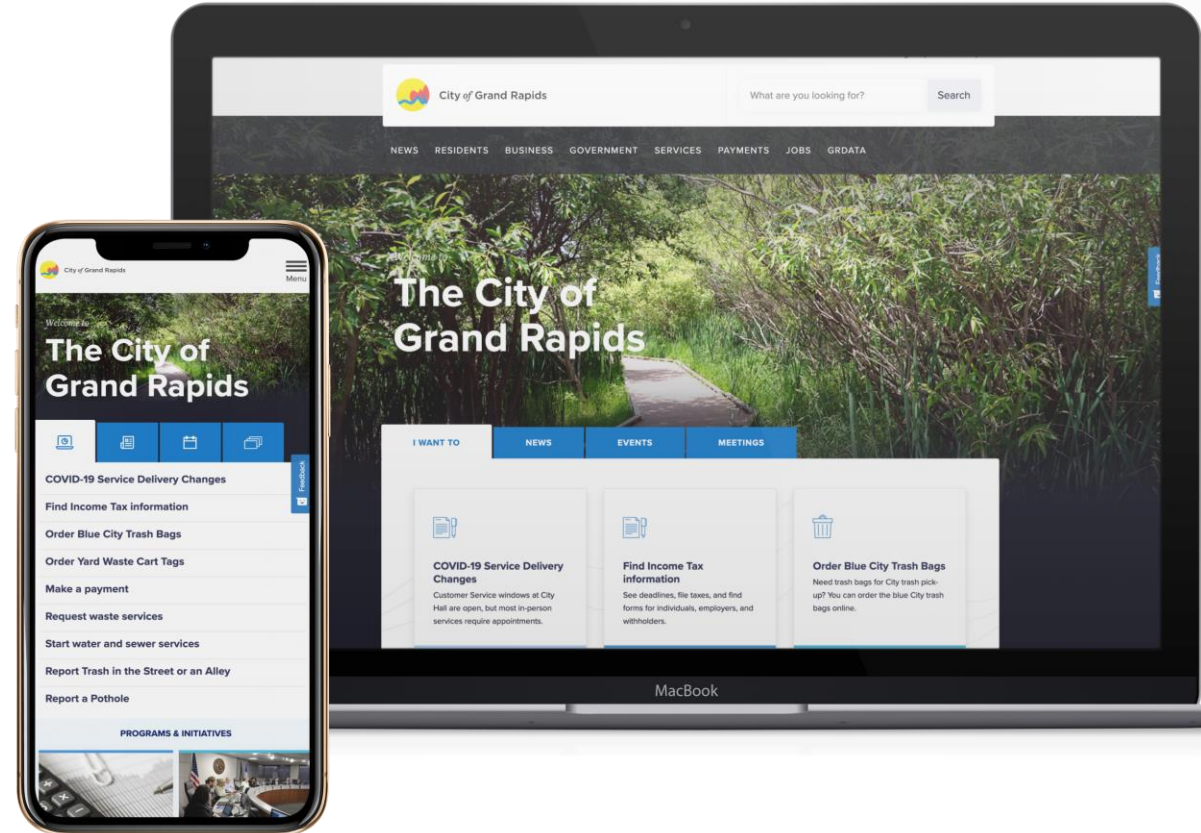
20%

reduction in walk-in traffic across 235 new services



\$650k

savings from reducing walk-in traffic and increasing online payments





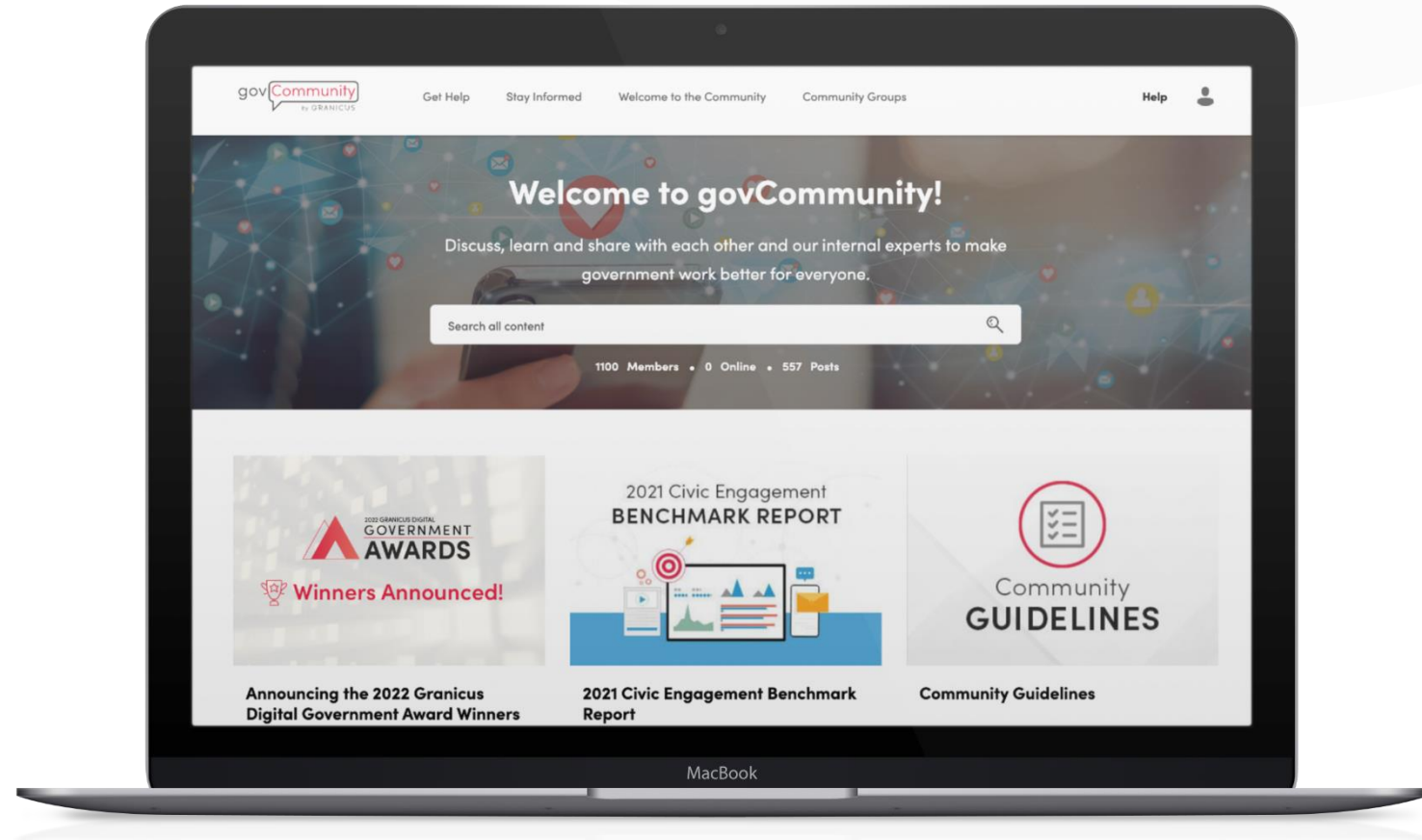
Questions?

Continue The Conversation

Join your peers on govCommunity

- ✓ Access additional resources
- ✓ Ask questions about today's session
- ✓ Brainstorm ideas with your peers
- ✓ Share best practices

community.granicus.com





Thank you

Questions? Contact info@granicus.com