Building Government for the 21st Century
EMBRACING MODERN TECHNOLOGIES TO ENGAGE WITH CONSTITUENTS IN A DIGITAL AGE
Constituents Want to Connect

Government agencies need to learn how.

Social. Mobile. Cloud. Today, for a vast percentage of the population, technologies like these have become integral to everyday life. And the more digital engagement becomes ingrained in modern culture, the more important it becomes to good business as well. To better reach their consumers, companies are using digital technology to promote, deliver, and enable enhanced and innovative services, and to create positive digital experiences for their target audience.

The result has been better customer experiences and more efficient operations for organizations worldwide. Companies have also become empowered to consistently develop innovative business models that create new markets, or seriously disrupt existing ones. Decision-making processes have been altered, with new levels of agility available that allow employees or managers to make better-informed choices faster.

Companies have learned, in other words, that in order to excel they need to be able to think like digital natives. Current and future consumers—as well as employees—demand it, and to succeed they need to learn to adapt.

Now it’s up to government to catch up.

To reach their constituents in today’s digital age, successful government organizations must become equipped with that same instinct. They need to learn how to use technology to deliver their services and message in a way that appeals to the tech-savvy citizens of today. In doing so, they’ll be able to build better relationships and interactions with the people they serve.
Experience and Preferences

Personalizing and Contextualizing Content to the Needs of the User

“The innovative use of technology is fundamentally transforming how the American people do business and live their daily lives,” United States President Barack Obama stated in 2012, as he announced the federal government’s Digital Government initiative in a memorandum to heads of executive departments and agencies. New technology, he admitted, has “fundamentally changed” how the private sector and federal government serve their customers; he continued on to outline an increase in the use of mobile and web-based technologies, and digital services in general.

How citizens are interacting with the government, it’s clear, is fundamentally changing. But so is the way they’re interacting overall. To create a true Digital Government, it’s not enough for agencies and organizations to just put their content online and let their constituents come to them. Not when people have become used to personalized messages and direct interaction through online and social avenues. They want to be able to engage in meaningful ways and build positive relationships with government at all levels.

In other words, citizens want to feel— in their communications with government agencies—like their voices are being heard. In fact, in a January 2014 survey of 5,000 citizens from 10 countries, Accenture—a management consulting, technology services and outsourcing company—found that 76 percent of the Americans polled wanted more citizen participation and engagement in government, answering “tend to agree” or “strongly agree” to the question “Should people be more involved in shaping how public services are designed or delivered?”

Citizens of the digital age want easy access to the agencies that serve them. Modern government organizations understand that, and focus on orchestrating personalized interactions with each and every constituent across channels and devices. They truly understand the evolving needs of their constituents and use a constituent-centric approach to engage with their audience, taking advantage of all the tools and channels available in order to serve customers of all ages and in all socio-economic groups, at home and across the globe.

1 All Accenture data and references sourced from “Digital Government: Pathways to Delivering Public Services for the Future,” published January 2014.
Engagement Tailored to the Needs of Each Generation

Transforming Service Delivery in the Age of the Empowered Constituent

Social networks empower constituents with the ability to learn, share, engage, and let their voices be heard—all in real-time. It’s no coincidence that, in the Accenture survey, 45 percent of Americans polled were currently using or were interested in using social media to interact with government departments, and 57 percent of Americans were currently using or interested in using mobile in their government dealings. People today want to be able to access government services and solutions anytime and any place. Social media helps government meet those needs effectively.

To install the building blocks for success, government agencies should use social to:

- **Establish a reputation of excellence.** Much of the public perception of government is based upon stereotypes and misconceptions. By leveraging social, government agencies can highlight positive events, promote new innovation campaigns, and gather feedback on existing initiatives.

- **Better service constituents.** Demand for services from constituents is constantly increasing. By adopting digital technologies, government agencies can balance responsiveness while containing costs—increasing customer satisfaction while meeting resource constrictions.

- **Empower employees.** Like other citizens, employees of government departments and organizations have embraced the efficiencies and effectiveness of digital technologies. Yet only 28 percent of U.S. participants surveyed in the Accenture poll agreed that people who work in public services have the skills to meet the challenges the future poses. Government employees require the training, technology, and go-ahead to leverage new channels effectively.

Digital Transformation

Five Steps to Prepare

Of the 10 countries considered in the Accenture study, most—according to Accenture’s report, “Digital Government: Pathways to Delivering Public Services for the Future”—had “rekindled their digital agenda. Through a combination of strategic vision and rigor, citizen centricity and implementation focus, these countries continue to harness the digital advantage.”

Whether government organizations are at the beginning, middle, or end of this digital transformation, though, they can benefit from five practical steps, designed to drive them forward into new ways of doing business.

1. **Establish leadership, ask questions, and set goals.** Establishing a digital team or center of excellence is a good way to drive the collaborative formation of a digital strategy.

2. **Assess digital readiness.** Clearly drill down into the existing constituent base to define who the prime users are, how they interact with the agency in question now and how they will want to interact in the future.

3. **Identify customers’ key characteristics.** Learn to deliver services quickly through the platforms constituents want and provide exceptional customer experiences.
4. **Understand key technical capabilities.** Discover what enterprise and digital technology investments are required to deliver on that end-to-end digital experience, and plan with the CIO to ensure they are implemented and easily accessible.

5. **Drive collaboration** between all departments to ensure all key digital capabilities required by the organization are delivered via a digital business platform in appropriate time. This platform will become one of the organization’s greatest assets.

### Digital Transformation and Oracle Customer Experience Cloud

Oracle’s solutions enable government organizations to create a consistent and relevant experience across the entire constituent lifecycle—optimizing that experience according to device and tailoring it dynamically based on constituent interactions and intent. Service solutions support personalized interactions spanning assisted service,
self-service, chat, social, and contact center. Agencies learn from each constituent and employee interaction; infuse every interaction with knowledge; and deliver real-time, relevant information at every touch point. Organizations also listen and engage with constituents across social media platforms; monitor and respond to constituent issues; and integrate social interactions with customer service.

The foundation of these solutions starts with the Oracle Customer Experience Cloud, which allows constituents, employees, and processes to stay connected with one mobile, social, cloud strategy. It avoids data silos and fragile point-to-point integrations with one standards-based, connected platform. Oracle Customer Experience Cloud offers the following specialized tools to help modern governments optimize citizen service delivery and enhance customer communications.

**Oracle Service Cloud**

Constituents expect issues to be solved fast—allowing them to access service anytime and through any channel. Oracle Service Cloud helps serve customers where and how they want and as efficiently as possible, so organizations can:

- **Understand constituent needs.** Knowing their constituents, with an integrated view of their interactions across channels—including social media—can help agencies resolve issues on first contact anywhere, anytime.
- **Solve problems.** Better serve customers and lower costs with knowledge management, self-service, and click to chat/call.

**Oracle Social Cloud**

In social media, constituents express their opinions and guide others’ perceptions. To capitalize on these interactions, government agencies need a plan. Socially enabling an organization with Oracle Social Cloud can help them:

- **Be insightful.** Manage perception by listening to relevant conversations and taking action.
- **Be engaging.** Increase citizen engagement by using social networks to publish content and address questions and concerns.

**Oracle Marketing Cloud**

Modern governments must develop one-to-one constituent relationships across all channels, all while proving ROI. With data-driven accountability, Oracle Marketing Cloud delivers content in context, so organizations can:

- **Engage audiences.** Extend citizen reach with always-on multichannel/social outreach, and dynamic, personalized engagement.
- **Know constituents.** Increase education by personalizing customers’ experiences, guiding them through time, and nurturing them based on Digital Body Language™.

Integrating all of these tools, the Oracle Customer Experience Cloud helps organizations transform their existing operational systems and infrastructure into a differentiated experience across the constituent lifecycle. Built around Oracle’s best-in-class solutions, Oracle Customer Experience Cloud delivers the most complete customer experience solution in the industry, enabling organizations to differentiate themselves across all channels, touch points, and interactions.
Conclusion

Today’s constituents are also citizens of the digital world, using mobile, social, and cloud technology to access services, interact with public and private organizations, and simply go about their day-to-day lives. To meet the needs of this modern demographic, government must keep up—providing the personalized interactions they’re accustomed to while building their digital presence to connect with more and more people through all of the channels that they use. Constituents expect it, and the 21st century demands it. Oracle Customer Experience Cloud can help meet those needs.

TAKEAWAYS

1. To better reach their consumers, companies are using digital technology to promote, deliver, and enable enhanced and innovative services, and to create positive digital experiences for their target audience. To reach their constituents, government agencies need to do the same.

2. Citizens of the digital age want easy access to the agencies that serve them. Modern government organizations understand that, and focus on orchestrating personalized interactions with each and every constituent across channels and devices.

3. People today want to be able to access government services and solutions anytime and any place. Social media helps government meet those needs effectively.

4. Oracle Customer Experience Cloud allows constituents, employees, and processes to stay connected with one mobile, social, cloud strategy. It avoids data silos and fragile point-to-point integrations with one standards-based, connected platform.
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