

## PERSONALIZED POLICY DRIVEN CITIZEN EXPERIENCE

### AGILE PERSONALIZED CITIZEN EXPERIENCE

#### KEY FEATURES

- Rapid transformation of complex policy documents and manuals into executable forms and automated decisions
- Ability to support multiple channels (web, call center, face-to-face)
- Intuitive, dynamically generated and personalized questionnaires, rather than searchable website content
- Easily configurable interface to support any language
- Detailed explanations of why eligibility was granted or denied
- Easy to integrate into call center or back end solutions, including CRM

#### KEY BENEFITS

- Quickly and accurately determine applicant eligibility for benefits or services, and calculate rates and other amounts
- Absorb the complexity of constantly changing policy rules
- Help citizens to navigate complex rules, in terms that make sense to them
- Transform service delivery and reduce burden on call centers, drastically reducing costs
- Improve accuracy of advice provided by contact centers
- Deploy a proven solution that integrates with diverse government systems while preserving legacy investments
- Support non-English speaking citizens

*Today's citizens struggle to understand their constantly changing rights and obligations under social services, tax, licensing compliance and other regulations. Citizens demand and expect customer services that equal private sector experiences, government agencies need a solution that can ease policy instantiations, improve decision making and deliver an agile, personalized and consistent experience to citizens across their service continuum. Citizens should be able to access these experiences across channels and at times of their choice, simply and quickly. Oracle Policy Automation in combination with the Oracle CX Cloud Service delivers this capability.*

#### Challenges Facing Governments to Improve Services to Citizens

Across the world governments are facing countless challenges in delivering services that meet public expectations. These challenges include shrinking budgets and skills shortages, compounded by lack of agility in IT systems. Compounding this is the fact that citizens accustomed to commercial customer service expect the same levels through rapidly evolving technologies such as the web, social media and mobile channels.

Many citizens are uncertain where to even begin their interactions with government; for example finding what benefits they are entitled to if they are facing personal hardship, filling in their tax return or getting a license or permit to pursue a profession or hobby. Studies show that many people are not aware of how to find that information. Meanwhile, both citizens and governments must grapple with the potential implications of non-compliance and program ineffectiveness.

Much as 24 hour ATMs and online banking have revolutionized the banking industry and provided consumers with quicker service and more convenience, Oracle Policy Automation in combination with Oracle CX Cloud Service enables agencies to transform the citizen experience. The solution empowers case managers with capabilities that promote responsiveness and a culture of collaboration, while helping citizens achieve their goals of self-sufficiency and consistency, in addition to building mutual confidence and trust. Most importantly it allows agencies to keep abreast of changing policies and regulations while ensuring that decisions made adhere to them as instantiated increasing confidence. This powerful solution ensures that citizens receive a consistent, personalized experience across channels of their choice.

The combination of Oracle Policy Automation and Oracle CX Cloud Service empowers citizens to interact with government on their own terms, assisting numerous government agencies globally in areas such as determining benefit eligibility and payment determinations,

## RELATED PRODUCTS

- Oracle Policy Automation Connector for Siebel - Oracle Policy Automation integrates with Siebel CRM so governments can better service citizens and easily determine benefit eligibility.
- Oracle Policy Automation for Mobile Devices - Oracle Policy Automation for Mobile Devices allows organizations to deliver consistent, transparent and accurate decision-making for field case workers, on-site auditors, and any other staff that are regularly out of the office.
- Oracle RightNow Web Experience
- Oracle RightNow Contact Center Experience
- Oracle RightNow Knowledge Cloud Service
- Oracle RightNow Service Experience Platform
- Oracle RightNow Virtual CIO Cloud Service
- Oracle RightNow Chat Cloud Service
- Oracle RightNow Cobrowse Cloud Service

licensing & regulations, immigration screening, visa eligibility and tax calculations. This solution especially addresses the issue that many citizens are not even sure what questions to ask of the government – or even which government department could assist them. It takes the approach of asking initial questions of citizens, refining the interview based on the information that is provided, and finally making a personalized recommendation about areas of eligibility or a payment amount. This approach actively encourages agencies to adopt a “no wrong door” policy in which customers are rapidly directed to the appropriate services, regardless of how contact first occurs.

This combination ensures public facing websites can provide real-time, personalized, consistent, automated advice to citizens on a wide range of services and benefits.

The screenshot shows the DMV Self-Service Center interface. The main heading is "Do it now: Convert an out-of-state driver's license". Below the heading, there is a navigation bar with "Home", "Answers", and "Your Account". The form contains the following text and fields:

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I am a new resident of the state, and I want to convert my out-of-state license to a local license. What evidence do I need to provide when I come in to the department of motor vehicles?

The evidence you need to have depends on where you obtained your license, your driving history, and other factors.

For personalized advice on what you will need to bring to the DMV in person, or to initiate your conversion process, click the link below.

Basic License Details | Issuing Authority | **Driving History** | Proceed to Application | Applicant Details

### Driving History

What is the date the applicant first obtained a driver's license? \*

Has the applicant had a license revoked or suspended for dangerous driving? \*  Yes  No

Has the applicant had a license revoked or suspended for drink driving? \*  Yes  No

Does the applicant currently have a limited use license to allow them to undertake their regular employment? \*  Yes  No

As new programs are created agencies can use this solution to easily add new screening and eligibility rules as needed. The solution has several distinct advantages:

- **Provide personalized citizen self-service and improved call center performance** – boost your organization’s self-service capabilities for citizens as well as quickly and transparently dealing with eligibility determination, even if citizens are not sure of areas of potential eligibility.
- **Rapid implementation of legislative and regulatory policies** – This solution enables governments to consistently implement and deploy policies throughout the enterprise making them more agile in response to changes. It even helps to deliver legislation which is relevant across multiple agencies or countries such as European Union (EU) legislation
- **Rapid eligibility determination** – consistently, including retroactive entitlement calculations.
- **Reduced cost through integration with both legacy and modernized systems.**

## Personalized, intuitive self service solution for citizens

Oracle Policy Automation with Oracle CX Cloud Service is an attractive approach for any

government which requires citizen-centric multi-channel (interactive online questionnaire, call center and face to face) eligibility services. The solution allows government agencies to very rapidly deploy web-based questionnaires that are built directly from policy documents. These questionnaires ask precisely targeted questions of the user, and quickly respond to information provided by citizens to give detailed and personalized advice.

### **Manage and Automate Complex Policies with Ease**

Manage complex and frequently changing legislation and regulations while ensuring adherence to the latest policies and rules. With Oracle Policy Automation, the business user or subject matter expert has the ability to write, deploy and maintain rules, as all rules are maintained in natural language and tables in Microsoft Office Word and Excel.

By implementing Oracle Policy Automation, the business user is guaranteeing accurate decision-making by deploying rules that end users and citizens can understand, with direct reference to source policy documents as appropriate. Additionally, policy staff have the ability to assess the impact on customers and citizens of proposed legislation, regulations, and policy changes through what-if analysis.

This unique approach drives greater policy accountability as well as mitigating knowledge drain by providing a central knowledge repository.

### **Maximize Value from Existing IT Investments**

Deploy a proven cost-effective, personalized self service solution as part of a staged modernization strategy. Oracle Policy Automation enables users to leverage existing technology investments by integrating with existing or new CRM applications. Because the rules are documented in natural language, the solution ensures a significant reduction in training costs for call center staff, enabling the deployment of expert personnel to higher-value roles.

## **Contact Us**

For more information about Oracle Policy Automation, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.



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**Hardware and Software, Engineered to Work Together**