

# Governments in the Experience Economy

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## CX for Public Sector

### The world has changed

Prior to the global health crisis, the Experience Economy was reshaping citizens' expectations of government, compelling agencies to modernize constituent services and compete as attractive places to live, work, and play with innovation and commercial best practices. But the world has changed, and it looks much different now than it did just a year ago. While residents' needs have shifted dramatically and organizational models have had to adapt overnight, the fundamental elements are consistent. Today, the Experience Economy is more relevant than ever, but the experiences and in-depth services your constituents need today are those that are reliable, build trust, and provide peace of mind.

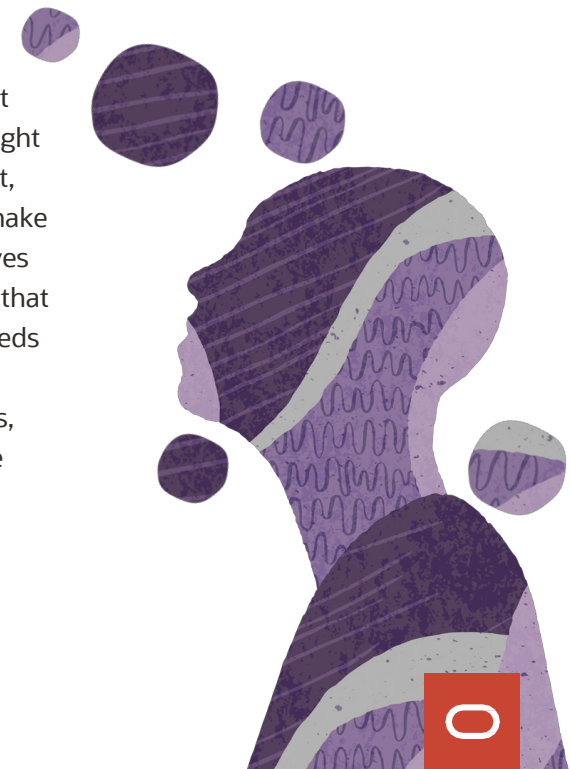
As predictability erodes and social and economic conditions evolve, residents don't need additional challenges in getting their needs met. People need help navigating complex government processes – help that goes beyond pushing them to the next transaction or department. Understanding their needs in the moment, and delivering rapid real-time support and assistance is a critical capability. Agencies must predict these needs where possible, using constituent data that the government already holds, and empower employees to manage even the most complex cases end to end. Personalized, real-time information and self-service capabilities must allow governments to deploy required resources anywhere, at a moment's notice.

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### Governments that meet this moment now

Governments that meet this moment now and get the digital experience right will improve constituent engagement, agency compliance, and ultimately make it easier to fulfill the mission that drives them. The governments that don't – that don't adapt to meet the changing needs of their constituents – will invite unwelcome scrutiny, hinder progress, and can negatively impact legislative programs.

***The problem is, most agencies are not yet equipped to handle the velocity of change in today's environment.***



# The expectations and the obstacles

Capabilities and areas of innovation must be prioritized unlike ever before.

**Complexity** is deeply entrenched within the agency, and it's only complicated how information is (or isn't) shared across departments and technologies.

All resident and business data across the government ecosystem must be harnessed to govern responsibly.

**Disconnected data** from departmental silos and paper-based processes limit the visibility into the customer lifecycle and the necessary insight required to better serve them.

Residents need consistent and accurate experiences across any channel and touchpoint.

**Real-time, responsive experiences** across touchpoints can feel so far out of reach.



*Constituents are 9 times more likely to trust a government agency if they are satisfied with its service.*

1 The public sector gets serious about customer experience, McKinsey Digital, August 2019





# It's time to think differently

Most constituent-centric agencies were already in the process of expanding their digital capabilities to improve the citizen experience, but the fluid and challenging environment of 2020 has accelerated innovation. Facing unprecedented service demand, government agencies have to do more with less – stretched resources, new virtual work environments and outdated systems. While striving to balance priorities and the allocation of scarce resources, public agencies must meet constituents' evolving needs without being limited by their own systems and capacity.

In this new world, governments have a responsibility to grow, adapt and lead us into the new normal. By streamlining resources and communication through digital solutions, agencies can focus on the outcomes that matter, devote more time to serving constituents and less on manual work, and create the experiences today's residents crave with effective modern engagements that go beyond call centers and office visits that have long been a hallmark of government service. By making government resources and services easier to find and access, and providing less friction across touchpoints, agencies can expand their reach and deliver the best possible outcomes for individuals, businesses and the agency.

## Meeting this moment requires a new approach:

- Governments must invest to ensure their constituents receive the support they need in the **moments that matter most**, and they need to ensure both the systems and people who operate them are **future-proofed**.
- **Agility is key**, and by empowering citizens and employees digitally, governments can reduce complexity, improve responsiveness, and meet the needs of the citizens and businesses they serve, even when social, economic or other conditions change.
- **Connecting data** on residents and businesses, and mastering this data, will allow governments to propose services and take actions that engage constituents in a more **predictive and proactive** way. Analyzing this data will enable governments to determine how to enhance outcomes and policies in the future.



## Empower the People

“Oracle gives us capabilities to serve the public. We keep them informed, allow them to ask questions through multiple channels and let us know when something is wrong.”

City of Jacksonville

# Imagine if you could...

Imagine if you could not only provide real-time information and advice, but fundamentally change the way your agency is perceived by the community by transforming the end-to-end delivery of government service. With more agility, you would be able to remove the barriers that keep constituents from adopting government services and help them navigate complex government processes with personalized experiences at scale. How would civic engagement change if you provided government services anywhere, any way they expected to interact with your agency?

To not just adapt, but truly prosper in this changing world, governments must evolve the very nature of their business. This means automating and digitizing everything needed for a person to receive assistance, from validating eligibility and scheduling appointments to distributing benefits and navigating permits.



## Consider the Possibilities

Connect data across  
the entire government  
ecosystem

Offer proactive  
outreach and  
education

Provide end to end  
assistance anywhere  
and anytime

Drive efficiency  
and streamline  
processes

Deploy real-time,  
personalized  
communication channels



# Achieving success in this new world

When you leverage the right tools and technologies, you're not only able to provide real-time, constituent-centric services at scale, you're also better prepared to manage unexpected circumstances and drive customer behaviors that power mission performance.



**Adapt, scale, and innovate**  
by unloading technical debt from legacy IT, simplifying your technology footprint, and moving to the cloud



**Accelerate digital transformation**  
and optimize end-to-end government processes with highly-personalized and automated experiences



**Modernize constituent services**  
and increase engagement with 24/7 access to services and information via preferred channels



**Expedite service delivery online**  
with automated advice and eligibility decisions, configurable workflows and advanced case management



## Notes From the Field: NY State

In only five days, New York State implemented and trained over 1,100 state employees on an easy-to-use, scalable contact center solution to respond to calls to the State's Coronavirus hotline.

**90% first-call resolution**

**Zero deflection**

# Ready for the next step?

Leading government agencies are leveraging modern digital experiences to drive mission success in this new world. By working smarter with data, these agencies are delivering the right plans and service, in the right channel, at the right time, anywhere that their constituents need them to be. But most agencies are still struggling with old ways of doing business, and their residents are paying the price for it.

Oracle CX for Public Sector can help your agency to drive mission-critical outcomes with faster, more reliable services. Connecting data across the customer lifecycle will allow your agency to achieve a better understanding of your customer's needs, create innovative experiences that meet the unique demands of your constituents, and drive full lifecycle service delivery, resulting in higher customer satisfaction and renewed public trust in government.

## Notes From the Field: City of Los Angeles

50,000 appointments booked, resulting in the distribution of over \$36M to over 100,000 vulnerable residents.

With Oracle, City of LA automated assistance with eligibility verification and appointment booking, making it easier for thousands to quickly receive funds.

**Learn more about  
Oracle CX for Public Sector**

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## How Oracle Can Help

**Complete, modular**  
platform tailored for  
industry requirements

**Intuitive tools**  
designed for the  
non-technical user

**Integrated data**  
across the front  
and back office

**Personalized  
engagement** across  
channels, at scale