



**Strategies
for cultivating
frictionless
customer
and agency
experiences**

**How to build trust, lower costs, and streamline delivery
of public services**



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Improve experiences or increase operational efficiencies at your agency?

YES.

Public agencies are deeply focused on their mission to serve. No matter what services they're supplying, agencies aspire to provide a timely, consistent experience across any channels citizens choose—delivered in a transparent, secure way that builds trust. Yet the siloed legacy technology environment that agencies are working in often keeps them from the goal of serving customers effectively.

Whether serving an individual, a business, another agency, or even the agency's own employees, governments must balance the needs of all types of customers. Yet as agencies are faced with increasing demands and high caseloads, they may find themselves struggling to balance the competing priorities of modernizing IT to improve public service delivery while staying within their fiscal limits.

From dispatching a road crew to answering questions about business licensing, collaborating with other agencies on providing disaster assistance, or enrolling workers in unemployment benefits, agencies are better able to achieve their customer experience goals when they embrace digital technology for service delivery.

Read on to learn how digitalization helps you say “yes” to **creating consistent, connected user experiences** for all types of government customers while also **increasing operational efficiencies**.

56%

of government CIOs credit digital investments as making huge contributions toward their organizations' public purpose or mission outcomes.

It's time to simplify public service delivery through automation

Governments usually focus their digital transformation efforts on improving front-end engagement, trying to make it easy for citizens to interact and submit requests. But processes can break down behind the scenes when work disperses across teams. While front-end usability is important, it's not enough to build trust if citizens' easily requested services aren't being delivered in a timely manner.

A unified, automated technology platform is a fresh layer of simplicity, sitting over all your data and processes and extending across your entire ecosystem, enabling you to:

- **Optimize work and processes** across the organization so employees can do their best work. Workflows and automation take the remedial work out of processes, allowing employees to focus on the highest-value tasks.
- **Connect everything** between employees and core systems to eliminate silos. By linking different departments and agencies on a single platform, you unify transactional systems across onboarding, servicing, operations, and compliance.
- **Create and extend services quickly** with governed, low-code configuration. Process automation and AI help agencies create new, efficient ways of working that couldn't exist before due to siloed systems and resource constraints.

This ebook explores how embracing a single, intelligent platform can both maximize your resources and seamlessly deliver digital and in-person experiences for citizens and employees.



Government CIOs must demonstrate their digital investments aren't just tactical in nature as they continue to improve service delivery and core mission impacts."

Arthur Mickoleit
Director Analyst, Gartner

Source: Gartner, [Gartner Announces the Top 10 Government Technology Trends for 2023](#), April 17, 2023

Crafting seamless customer experiences

Simplify how customers request and track services

When citizens or businesses come to an agency office or website, they often have a sense of urgency. They may need to request a permit, renew an expiring license, or apply for emergency financial assistance—and they place trust in the government to serve them during some of their most critical moments. They don't want to search for the right form, submit the same information over and over again, or wonder where their request is in the processing cycle.

An integrated, AI-driven platform helps end these frustrations by digitalizing public service delivery. Create a powerful portal that streamlines the application process and provides unified experiences from end to end—and even across digital and physical channels. You'll be able to connect legacy systems, comply with rapidly changing regulations, activate fraud detection, and provide greater program transparency.

Deploying a centralized portal experience increases citizen satisfaction by:

- Meeting the public's preference for **dynamic digital services** that work, rather than static forms buried in the deep corners of a website.
- Offering a **single-stop, always-on portal** equipped with a service catalog that's the digital front door for any agency service.
- Providing **intuitive, accessible, and conversational support**.
- Giving employees and customers **transparency into the process** so they can monitor progress, delays, and detours in real time and receive communications along the way.
- Reducing processing time with **seamless, automatic routing** for requests and related tasks across departments and agencies.
- Enabling **secure, real-time, end-to-end data sharing and individual insights** that empower agents to suggest other programs or services customers may qualify for yet be unaware of.



“

By 2026, government total experience approaches will reduce process ambiguity by 90%, while increasing satisfaction metrics for both customer and employee experience by 50%.”

Source: Gartner, [Gartner Announces the Top 10 Government Technology Trends for 2023](#), April 17, 2023

Speeding assistance for social services

Agencies are dedicated to providing prompt assistance for fundamental needs including food, housing, and childcare. But they're constantly making trade-offs, such as operating on limited budgets while sacrificing much-needed technology modernization that would improve service delivery.

The complex manual processes in existing government technology environments burden individuals, businesses, and agencies who simply want to apply for and receive authorization for needed services. Delays impact community trust and participation in the programs, which in turn can result in reductions or cancellation of additional programs due to low utilization rates.

By using a single, unified digital platform, agencies can simplify the application process, speed up review and approval, and expedite turnaround time for delivering services to communities.

Real-world use case

9K

daily visits to the SD.gov citizen portal, reducing MTRR

99%

less time spent procuring competitive bids

~88

re-employment claims processed in <30 days

See how **ServiceNow** helped the state of South Dakota transform its citizen services with an integrated digital portal that streamlines the way people apply for benefits with agency staff.

[Read Story](#)



“

[With the ServiceNow platform] applying for state services is now a fast, easy experience available 24/7. Some processes that previously took days and trips to an office can be handled online in minutes.”

Pat Snow
Chief Technology Officer, State of South Dakota

SD.gov

Bolstering agency-to-agency collaboration

Increase transparency and streamline work across teams

While agency employees may be focused on the mission to serve, the reality is that their systems and processes often are not. Historically, government entities were siloed by design for privacy and security. But now, many agencies have become so interconnected that those barriers hinder their ability to work with speed and efficiency—especially in remote, hybrid, or field service environments.

From processing a service request to dispatching an emergency response, coordination often spans numerous departments and agencies. With multiple systems feeding multiple workflows as well as complex constellations of technology across agencies, employee efforts are out of sync—creating duplication, delays, and cases that fall between the cracks.

Streamline work across groups and agencies and ensure uninterrupted access to essential government services by bringing employees, processes, and systems together onto one centralized platform. You'll be able to break down silos, speed responses, unite workflows, and automate manual processes.

Implementing a unified platform helps you deliver connected, digitally enabled experiences that support agencies and employees by:

- **Unifying data in real time** across systems and agencies and **displaying contextual information** to complete tasks faster.
- **Providing a unified portal for employees** with specific tasks required by case type to resolve issues confidently.
- **Triggering process efficiency and automation** so work is directly routed and efficiently resolved among departments and agencies.
- **Increasing the efficiency** of work planning, scheduling, and dispatching.
- **Using real-time data and reports** to ensure compliance with ever-changing regulations, provide transparency and accountability, and understand trends that lead to new or proactive services.



For service delivery to be successful, agencies, employees, and customers must work seamlessly together.



Coordinating public safety and emergency management

Internal and cross-agency collaboration are essential for a swift response to emergencies, pandemics, and disasters. Before, during, and after a crisis, agencies must evaluate the constantly changing landscape of community needs so staff, volunteers, and resources are ready to mobilize.

But siloed legacy systems make it difficult to allocate and distribute critical resources and support throughout the community. Disconnected communications and workflows create a lack of transparency that slows agencies' ability to respond and serve effectively. Risks to the community increase, while trust decreases.

By operating from a single, cohesive platform, agencies can orchestrate cross-functional workflows. They improve collaboration and operational efficiency—from onboarding and communicating with staff and volunteers to matching skills, resources, and assets—helping to quickly serve the community's digital and in-person needs.

Real-world use case

75K	10K	1
volunteers in the fire service	applications in a single season	consolidated platform

See how **ServiceNow helped Australia's New South Wales Rural Fire Service handle an overwhelming fire season** by replacing its paper-based approach to managing recruits with a digital application portal.

[Read Story](#)



“

There was no intelligence, no workflow, no dashboarding... [With ServiceNow] it all goes into a common view with a neat queue so you can track where everything is.”

John Danson
Chief Information Officer, New South Wales
Rural Fire Service



Why choose a connected platform for public services?

This ebook has covered the multiple barriers that public agencies face when improving citizen, employee, and agency experiences.

Fortunately, there's a solution that can help overcome these issues. A unified, intelligent platform from ServiceNow orchestrates and automates work across existing processes and technology—connecting people, data, functions, and systems. Lower your costs while also:

- **Improving experiences:** Simplify how citizens and agencies request and track services by using a centralized portal offering a complete service catalog that delivers intuitive experiences.
- **Accelerating digital and field delivery of services:** Unlock agency employee productivity through purposeful automation with prebuilt, optimized workflows that decrease process complexity and fuel innovation.
- **Increasing agency and cross-team collaboration:** Improve transparency, communication, and resilience through a secure platform that helps you manage services, risk, and compliance across the organization with integrated, cross-functional workflows.

With ServiceNow, you can rapidly innovate entirely new workflows or renew existing technologies and systems. You don't have to rip and replace your other core systems, existing tech providers, or current tools that your agency and employees have dedicated many years and taxpayer dollars to build.

When you efficiently reduce cycle time for important tasks from days or weeks to hours or days, then citizen and employee trust soars—but your costs don't.

[Learn more about ServiceNow solutions for the public sector.](#)



State employees care deeply about their work and want to help people. Employees are excited about how much faster and smarter we can work with the help of ServiceNow."

Heather Perry
Deputy Commissioner, Bureau of Information and Telecommunications, State of South Dakota

For a deeper exploration of ServiceNow solutions, we recommend the following resources:

Modernize citizen experiences while reducing costs

How will you deliver the digital experiences that citizens expect? This ebook describes how you can meet these expectations and achieve your mission of service with digital workflows on the Now Platform®.

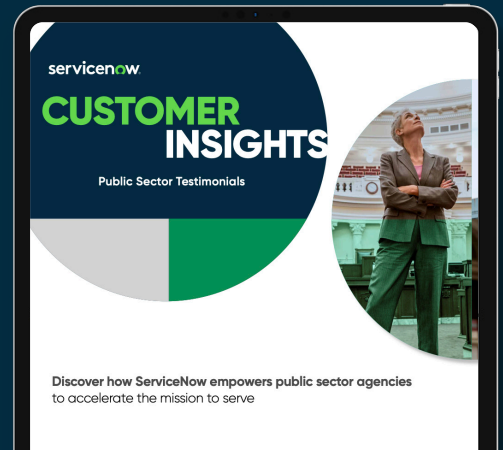
[Read Ebook](#)



Customer insights: Public sector testimonials

Give people what they need, faster. This ebook shares how major public sector agencies are creating streamlined citizen experiences with a unified, automated digital solution on the Now Platform.

[Read Ebook](#)



About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow™. For more information, visit www.servicenow.com.

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