

Delivering Quick, Personalized Government Services at Scale

Reduce service complexity with a unified platform to enable exceptional customer and employee experiences.



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ONLY
40%
of U.S. federal agencies were very satisfied that their primary digital services investments were solving their business/tech challenges and producing desired results.

Source: IDC's U.S. Government Buyer Intelligence Survey, January 2022

50%
of governments in the Nordic countries said redesigning digital public services to make them more citizen centric is a priority.

Source: IDC's European Government Insights Survey, 2022

Government customers expect services that are quick, personalized, convenient, omni-channel, and comparable to consumer-like experiences. Instead, many of them experience inconsistent service delivery across departments and agencies, which breaks down trust and increases the total cost of customer service. Governments need to eliminate the siloed, disconnected, and inflexible processes and legacy systems that hinder efficiency. To deliver improved citizen services that meet customer and employee expectations, agencies need to modernize and streamline systems and technologies for digital resilience, deploying cloud and connecting end-to-end services on a single, intelligent platform. To achieve this goal, agencies need to:

Automate and centralize services to accelerate service delivery and maximize resources. The need for agile development and continuous integration

of legacy and emerging technologies/continuous delivery is pushing demand for automating workflows and tasks to a new level. Deploying a connected and modern infrastructure, scaling for faster service delivery, and automating and connecting data, systems, teams, and processes holistically around customer needs are necessary to optimize customer-centric outcomes.

Build trust with secure omni-channel access to holistic services that are fast, transparent, and customized. Exceptional and proactive customer service requires integration and automation, drawing on AI-driven services across digital and physical channels to create personalized experiences. Delivering a connected, guided experience (from constituent service initiation to resolution) and enabling access to services through a single secure portal with a unified, transparent experience across channels are essential to adoption and customer trust.

Increase interdepartmental collaboration and efficiency to unlock employee productivity and deliver consistent services. When employees work as one team across departments and agencies, it fosters productivity and engagement. Integrated departments with unified, real-time data-sharing and end-to-end actionability enable seamless and equitable customer journeys; strengthen organizational capabilities in technology, talent, and leadership; and empower customer-centered work.

IDC's research shows a clear link between employee experience and government customer experience. For example, 90% of agencies in Australia have identified a measurable, positive impact on customer experience when employee experience is also rated highly, and one in eight survey respondents considered improving employee experience a key business priority (IDC's Worldwide Future of Work Survey 2023 and Future of Customer Experience Survey 2022).

Consider End-to-End Digital Platforms

While most agencies are addressing customer service in just one or two business processes, IDC recommends deploying end-to-end intelligent digital automation platforms to enable transformation at scale, reduce costs by streamlining resources, and provide consistently exceptional service.

IDC predicts that by 2026, 60% of governments will close digital gaps by automating and connecting data, processes, and employees and deploy AI-enabled platforms for intelligent end-to-end operations (IDC FutureScape: Worldwide National Government 2024 Predictions). This will allow them to improve service to government customers, enhance employee productivity, and better serve mission outcomes.

Achieving lasting change in delivering exceptional services is a journey that requires government to:

- Integrate legacy systems, leverage emerging technologies, and automate workflows so employees can quickly and efficiently deliver services
- Improve customer experience and build trust by holistically integrating data and securely providing end-to-end services
- Empower user self-service by connecting secure front-end portals with back-end processes by optimizing digital workflows for speed and ease of use
- Increase interdepartmental collaboration to deliver a unified customer experience and break down service barriers

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