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Making 21st Century IDEA a Reality with ServiceNow

The 21st Century Integrated Digital Experience Act (IDEA) sets forth a broad vision of modern digital government. This transformative new legislation aims to digitize the delivery of customer service, while reducing costs and improving the usability of federal websites.

Under this law, agencies must:

— Make new and redesigned websites accessible to those with disabilities.

— Create a "consistent look" for all sites that is compliant with the web standards developed by the Technology Transformation Service of the General Services Administration.

— Evaluate all existing websites to ensure there is not duplication or overlap in content and purpose.

— Include a search function on all sites for content intended for public use.

— Ensure use of an industry-standard secure connection.

— Design sites with a citizen-first focus using qualitative and quantitative data to determine user goals, needs and behaviors, and continually test to ensure that user needs are addressed.

— Offer mobile-friendly digital options for all paper-based forms and transactions.

— Accelerate the use of electronic signatures.

Step 1
Agencies must deliver a plan to Congress showing how they will meet the electronic signature requirement.

Step 2
Agencies are required to issue a report to Congress with a prioritized list of websites and digital services for modernization and the estimated cost and schedule for doing so

Step 3
All public-facing forms are required to have a digital option.

While websites are a big focus of the legislation, they are just the tip of the iceberg. To make digital experience a reality workflows need to be automated. ServiceNow is the platform to meet the challenges agencies to meet these new mandates by powering digital workflows and driving digital transformation.

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ServiceNow can help meet the mandates of IDEA and more importantly, help agencies realize the benefits of improved digital solutions:

Digital customer service is more cost effective
The IRS reports that in-person visits and support calls cost $40 to $60, while self-service portals can give taxpayers the same information more quickly and at a small fraction of the cost ($0.22, on average). Digital access allows agencies to be better stewards of taxpayer dollars and stretch budgets further.

Improve public trust
According to Forrester's 2018 federal government customer experience survey, only 40 percent of citizens surveyed trust government agencies. If citizens can access government services as easily as they can order a ride, check their bank balance, or make a hotel reservation that trust in government will rise.

Meet workforce expectations
Public servants deserve to have modern technology that enables them to do their jobs as efficiently as they carry out day-to-day tasks in their private lives. By automating rote tasks and creating better access to data, employees can engage in the meaningful, mission-centered work that drew them to government in the first place.

To meet the new requirements of IDEA, the ServiceNow platform is expressly designed to provide:

– A unitary Service Portal for centrally managing all websites, applications, and services providing automated support for routine matters and consolidating IT tools into a single view for increased visibility into usage and performance.

– Focused Process Automation-- with no code neede--d to roll out employee and citizen workflows quickly including transforming PDFs into online forms including digital signature capabilities

All of our solutions are running through the FedRAMP-certified ServiceNow platform that are 508 compliant.

For more information, please contact:
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