

Cloud ushers in **A NEW ERA** of citizen and employee engagement

Cloud technologies give agencies the ability to integrate data in real time to form a unified, 360-degree view of citizens. Such technologies also enable faster and more flexible app development in support of ever-evolving business needs. The end result is a richer, more satisfying experience for citizens and employees.



Rapid app development tailored to business needs

CLOUD COMPUTING CAN help federal, state and local agencies accelerate the pace at which they turn their ideas for citizen engagement into reality. Easy-to-use, mobile-ready apps allow agencies to realize a key benefit of cloud computing: delivering high-value services to constituents.

Creative applications such as the 311 contact centers allow anyone in a city to report a pothole or graffiti in less time than it takes to order a coffee from Starbucks. In one state, licensing inspectors at a child care agency can visit sites in rural areas that lack reliable internet service to gather information that a cloud-based app will upload as soon as the user is back online. The app also automatically notifies the appropriate people to take any follow-up action.

The app development process has been greatly accelerated by the adoption of agile principles. That methodology delivers a solution in small, frequent increments, empowering end users to try out the



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system, provide valuable feedback early and often, and ultimately help steer development of a solution that fits their needs.

Agile methodology recognizes that circumstances change over the course of a project. New technologies arise, legislation and regulation are introduced, and project sponsors change. But by following agile principles, agencies can shape solutions that best serve their employees and citizens while keeping up with new developments. ■

Seamless government services via any channel

WHEN CITIZENS INTERACT with government agencies, they are looking for a quick and meaningful response that is customized to their specific situation. Cloud technologies are the perfect solution because they enable agencies to engage with citizens via any channel and immediately identify and respond to issues.

Cloud-based tools give agencies access to a great deal of complexity that they can quickly configure and make available, versus having to create manual processes or custom workflows. For instance, many cloud systems can analyze the content of a citizen's inquiry and send it to the person in the agency who is best equipped to respond – and do it all within seconds.

Agencies can also take a more proactive approach by using cloud-based solutions to monitor social media engagement. If a



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topic starts trending, agencies can immediately begin posting relevant information for citizens.

Furthermore, the right cloud-based tools can help employees collaborate so that they can meet citizens' demand for fast, targeted service. For example, there might be multiple people in a department who are responsible for helping citizens with a particular problem, and those employees need to know what their colleagues are doing so they can share resources and expertise.

Empowering employees to have that level of collaboration is essential to seamlessly integrate citizen data and interactions so that agencies can ultimately improve their experience. ■

PUBLICIS.SAPIENT

Reaching constituents and customers with high value services and apps.

311

311 citizen centers allow anyone in the city to download an app and report an issue like a pothole or graffiti.

Submit reports in less than the time it takes to order a coffee from Starbucks.

These cases are tracked. When the customer calls the call center, the rep can say, "Thanks for reporting the issue on [DATE], we have a crew out there fixing it right now."

This innovation is not only available for multi-trillion dollar consumer markets. Through our work in the public sector, we are seeing how cloud-computing can help federal, state and local agencies accelerate turning their ideas to reach constituents into reality. We are working with government agencies everywhere to create easy-to-use, mobile ready, tools on the Salesforce Platform that make their constituents lives easier.

We are the trusted cloud advisor for 13 out of 15 Cabinet-Level Agencies.

To learn more about our Public Sector expertise, please email us at contact@acumensolutions.com.

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