The drive toward citizen-centric services

People expect the same type of digital experience with government that they have with commercial brands

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THE PRIVATE SECTOR has led the way in developing digital services designed to keep customers engaged and satisfied. Citizens have grown to expect that same seamless, user-centric experience when they interact with the government.

Agencies are making progress. Citizens can now access government services using a range of devices, from desktop computers and laptops to tablets and smartphones.

However, an October 2015 Deloitte survey ("The Journey to Government's Digital Transformation") found that 70 percent of government officials believe their agencies still lag behind the private sector in digital capabilities.

In a study conducted by U.K.-based consultancy WPP of more than 7,000 citizens in seven countries in June 2017, the majority of respondents reported that digital government services do not

adequately meet their needs. (Those insights are available in a report titled "Delivering Experiences That Count.")

A personal experience

Unfortunately, many agencies are still struggling to modernize their legacy IT for the digital-first era. That situation inevitably erodes citizens' trust in the ability of their governments to adequately provide services. Therefore, agencies must develop a more strategic, citizen-centric approach to digital services.

Digital content must be highly relevant to citizens and must help them achieve their intended outcome on an agency website quickly and efficiently. The design of the digital experience matters, with visuals and content working in concert to provide optimal usability. With that context in mind, any transaction must also be accessible across all devices and to all users.

That goal remains a challenge for many government agencies. They are used to providing a range of information and services to fit the broadest segment of the public, but in the digital era, they must now focus on making the experience more personal, tailored and responsive to individual user needs.

The goal is to engage in a conversation that builds a stronger relationship between government and citizen.

Cybersecurity and strategic planning

To achieve that goal, agencies must become adept at analyzing digital experiences. They need to know how users want to interact with their web-based content every step
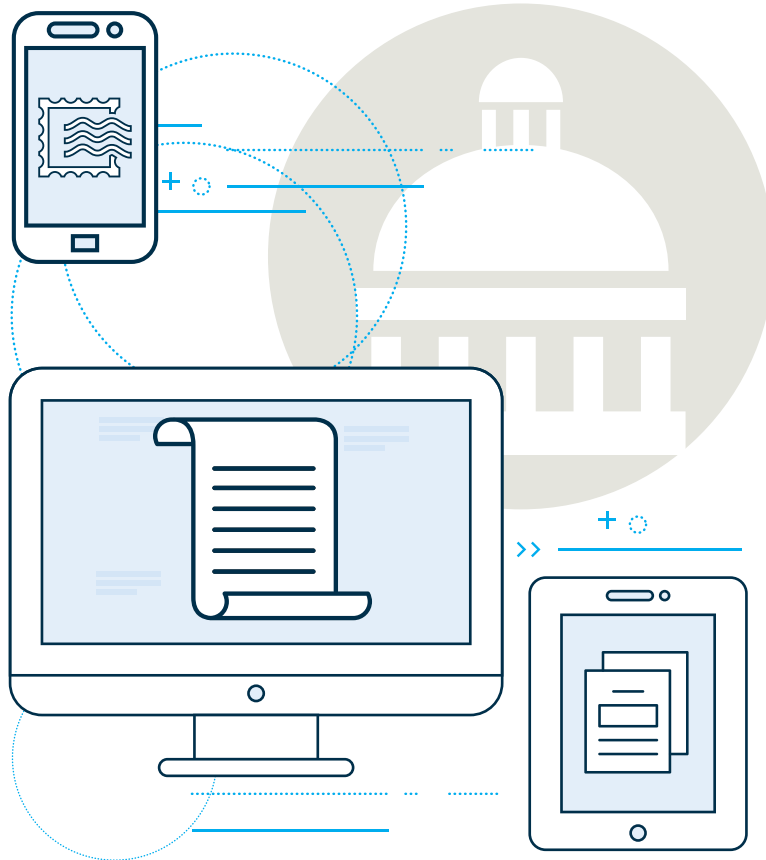
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of the way, while also being aware of page discovery details and popularity trends. With those kinds of metrics in hand, agencies can continually improve their content and designs.

Of course, all interactions must meet security and privacy compliance, as well as user expectations. Cybersecurity is essential in an age of personalized digital services. Citizens expect to do business online, and

they expect their data to be appropriately protected. Every report of a cybersecurity breach undermines their confidence.

Strengthening and securing citizens' digital experiences must not be optional. Since 2015, studies have shown that more than 95 percent of people interact with government agencies as much as or more than they have in the past. Without the proper attention, that number can and will drop.

Governments need to build trust through innovation, which ultimately improves their ability to create a stronger and more positive relationship with citizens. With the right solutions and capabilities in place, agencies can deliver compelling, convenient experiences to citizens. ◼

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Beyond the basics — delivering digital experiences that count.

Digital public services can provide significant efficiencies, saving time and money for governments. Citizens, however, want more. Today, they expect the best possible online experience — one that is more personalized and tailored to their needs. Our research reveals that these needs are not always understood by government departments and agencies. To learn more about what drives a positive digital experience, read the Delivering Experiences That Count report.

Learn more at adobe.com/go/global-citizen-report