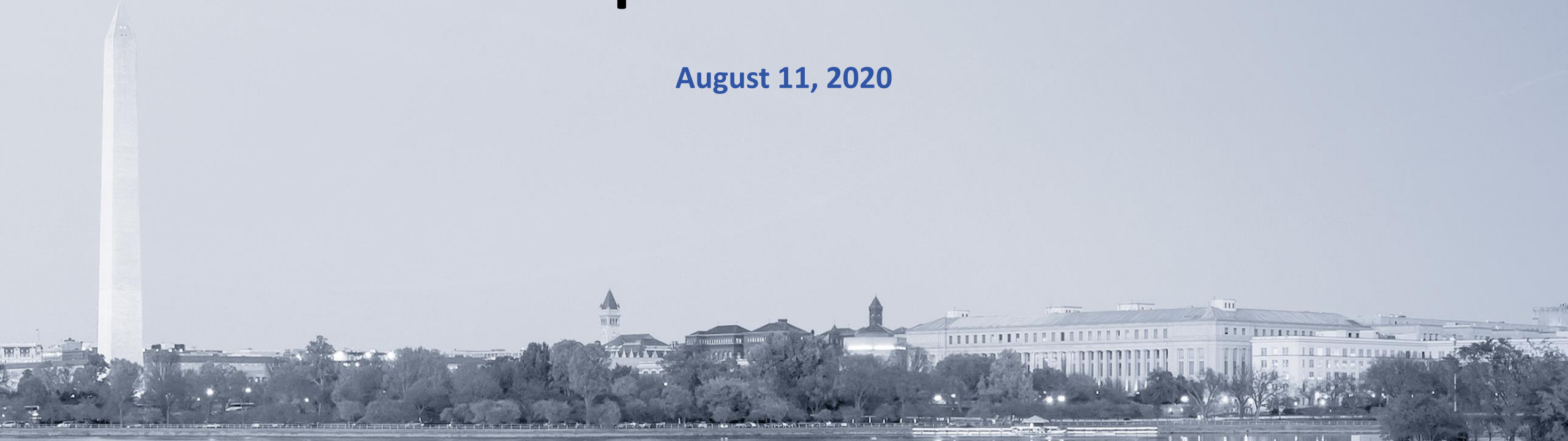


carahsoft®

# 10<sup>th</sup> Annual Citizen Experience Seminar

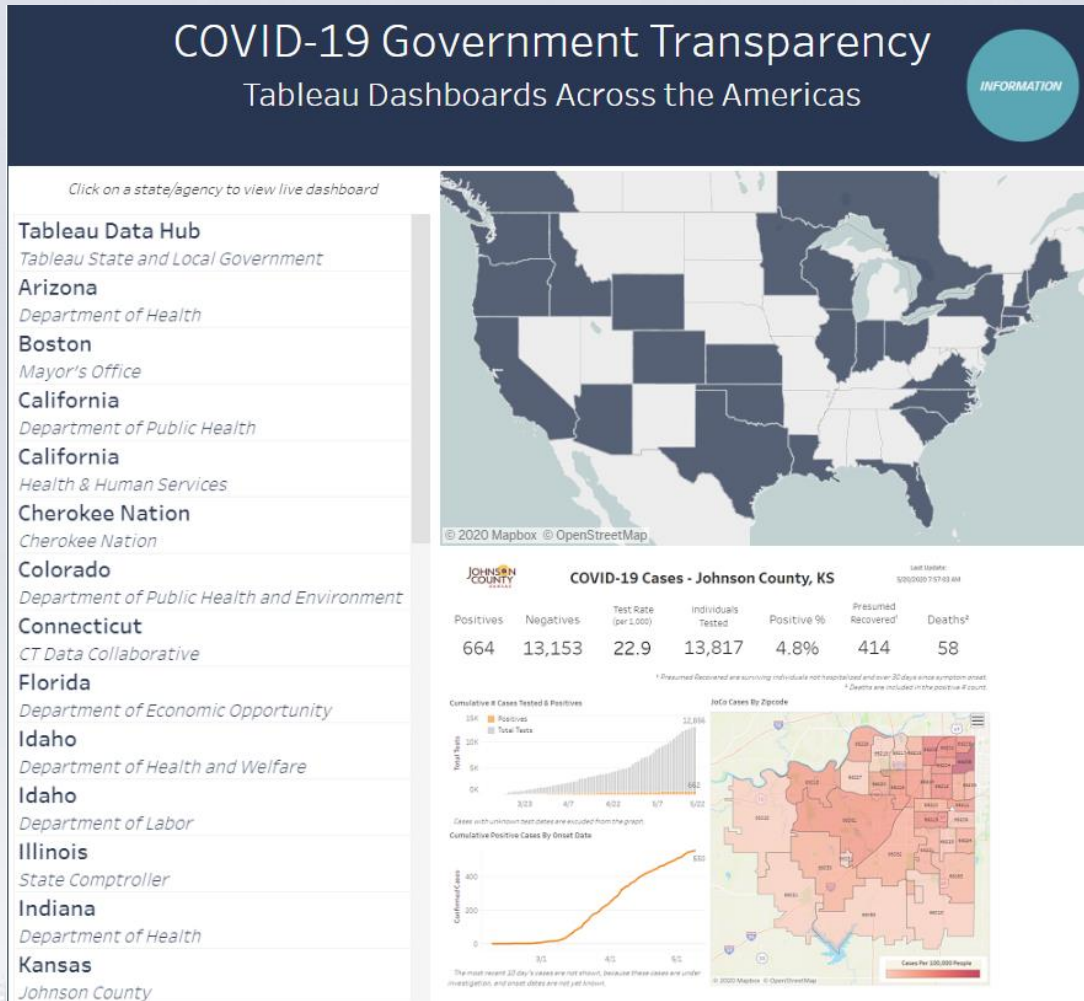
August 11, 2020



# Government CX

- Now more important than ever & no longer optional
- Health and safety are now critical to a positive employee and customer experience
- “Human touch” can no longer provide the personalized experience, now need to rely on technology to provide personalization
- Physical presence can no longer be a requirement –  
    Need digital service, self-service, and authentication
- We must anticipate citizen needs & continue adapting to changing needs and environments

# Our Partners Helping Today



**Adobe:** [adobe.com/covid-19-response.html](https://adobe.com/covid-19-response.html)

**DocuSign:** [docusign.com/covid-19](https://docusign.com/covid-19)

**Granicus:** [granicus.com/covid-19-solution-center/](https://granicus.com/covid-19-solution-center/)

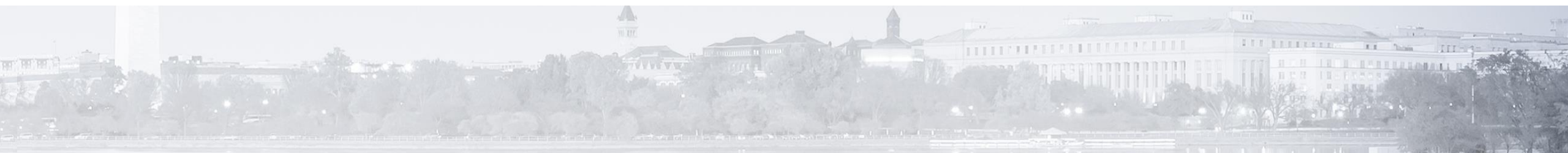
**Okta:** <https://www.okta.com/initiatives/workforce-identity/securely-enable-remote-work/>

**Salesforce:** [salesforce.com/govcovidresponse](https://salesforce.com/govcovidresponse)

**ServiceNow:** [servicenow.com/solutions/crisis-management.html](https://servicenow.com/solutions/crisis-management.html)

**Tableau:** [carah.io/tableaucoviddash](https://carah.io/tableaucoviddash)

# Thank You to Our Sponsors





# Visit Their Virtual Booths!

1. Resources – videos, playbooks, guides, whitepapers, etc.
2. Training events – future and on-demand
3. Free trials
4. Live chat with experts
5. And more!




















# Government CX Treasure Hunt



- Complete the treasure hunt map by finding answers to each question within the virtual booths.
- The map is accessible via the link on the left of your screen.
- Correct submissions will be entered into a raffle to **win a Google Home speaker!**
- Virtual booths will be open from 10am-4pm ET / 7am-1pm PT.

# About Carahsoft + 21<sup>st</sup> Century IDEA

<b>Website Modernization</b>	 <p>FedRAMP Enterprise Drupal Platform</p>	 <p>Personalized Experiences that put People First</p>	 <p>A Service-Centric Approach to Government Website Design</p>	 <p>Social Relationship Platform for Engagement</p>
	 <p>Match the Efficiencies &amp; Performance Demanded by Today's Citizens</p>	 <p>Design Experiences Tailored to Citizens, Constituents &amp; Employees</p>	 <p>Intuitive Analytics for Improved Experiences</p>	
<b>Digitization of Government Services &amp; Forms</b>	 <p>Streamline Processes with Digital Enrollment &amp; Forms</p>	 <p>Bringing Content, Processes &amp; People Together</p>	 <p>Digital Transaction Management Services</p>	 <p>Empowering a Modern Digital Government</p>
	 <p>Increase Performance &amp; Reliability of Citizen-Facing Apps</p>	 <p>Improve CX, Increase Employee Engagement &amp; Boost Trust</p>	 <p>The World's #1 Enterprise Cloud, Built for Government</p>	 <p>Build Apps to Accelerate Digital Transformation</p>
<b>Electronic Signatures</b>	 <p>100% Digital Workflows with Trusted &amp; Legal e-Signatures</p>	 <p>Digital Transaction Management Services</p>		

# About Carahsoft + Citizen Experience

Citizen Services	 <p>Civic Engagement Solutions</p>	 <p>Visitor Management Solution</p>	 <p>Visitor Management Solution</p>	 <p>Citizen-Focused Identity Management for Government</p>	 <p>Industry Research &amp; Reporting Tool</p>	 <p>Online Property Assessment Appeals Solution</p>	 <p>Pioneering Transformation &amp; Innovation in Human Services</p>
	 <p>Voice &amp; Language Solutions</p>	 <p>Citizen &amp; Employee Insights that Drive Engagement</p>	 <p>Improving Citizen Service Delivery Through Integration</p>				
Public Outreach	 <p>Online Video Hosting Platform</p>	 <p>Cloud Interactive Voice Recognition</p>	 <p>Online Resource for Government Events</p>	 <p>Government-to-Citizen Digital Communication Solutions</p>	 <p>Social Business Software for Secure Online Communities</p>	 <p>Two-Way Text Communication Platform</p>	
Social Media	 <p>Real-Time Collaboration Security Solution</p>	 <p>Knowledge Network for Government</p>	 <p>Social Relationship Platform for Engagement, Listening, &amp; Insights</p>	 <p>Talent Recruitment &amp; Marketing</p>			
Website & Mobile Enhancement	 <p>Web Experience Management Solution</p>	 <p>Increase Performance &amp; Reliability of Citizen Facing Apps</p>	 <p>Online Text-to-Speech Solutions</p>	 <p>Real Time Marketing &amp; Engagement Across Email, Mobile, &amp; Web</p>	 <p>Open Date Solutions for Data Transparency</p>	 <p>Rapid Analytics &amp; Visualization</p>	 <p>Web Accessibility for 508 Compliance</p>



# Continue Learning

## CX Webinars This Week From:

- Qualtrics
- Salesforce
- MuleSoft
- DocuSign
- ServiceNow
- SAP

## CX Webinars Next Week from:

- Adobe
- ServiceNow
- Granicus
- DocuSign
- eCivis
- F5

Find all upcoming and on-demand events at: <https://www.carahsoft.com/learn#events>

# Government Speakers



**AMBER CHAUDHRY**  
SBA



**AMMIE FARRAJ FEIJOO**  
GSA



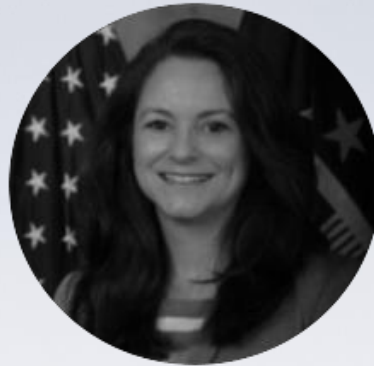
**DAN WILLIAMS**  
GSA



**DAVID JOHNSTON**  
Gov't Social Media



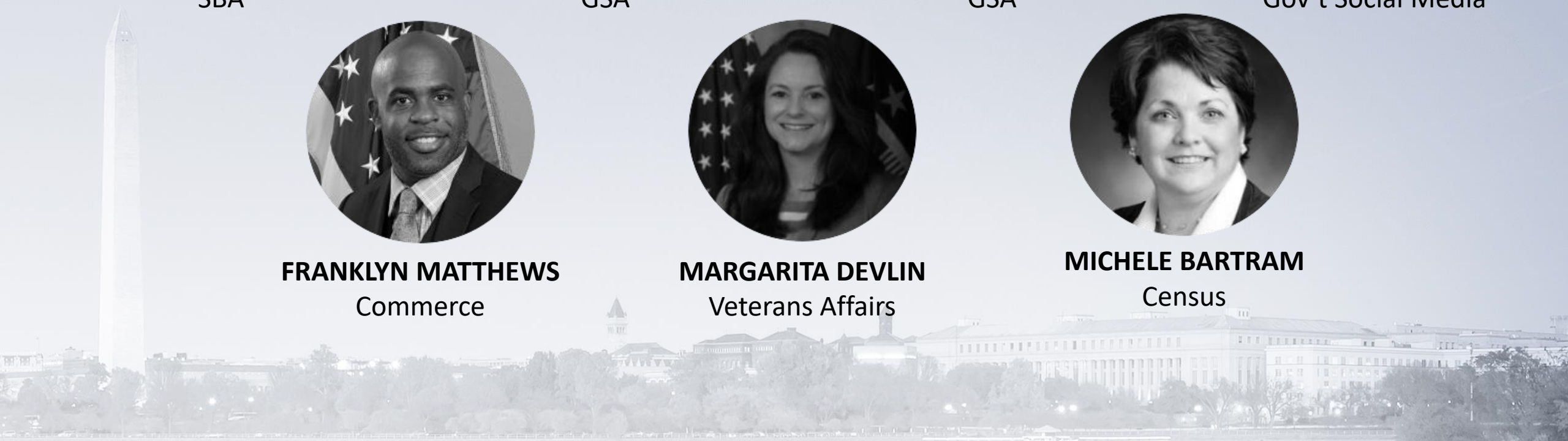
**FRANKLYN MATTHEWS**  
Commerce



**MARGARITA DEVLIN**  
Veterans Affairs



**MICHELE BARTRAM**  
Census



# Industry Speakers



**ANGY PETERSON**  
Granicus



**BEN CATHERS**  
Hootsuite



**BILL DONELLAN**  
Adobe



**BOB WITHERS**  
New Relic



**HABIB HOURANI**  
Okta



**MIKE ROSA**  
Salesforce



**NITIN BADJATIA**  
ServiceNow



**JULIANA SLYE**  
Government Business Results

# Today's Agenda



- Virtual booths open
- Welcome and Introduction
- **Delivering on 21<sup>st</sup> Century IDEA to Shape Customer Experience**
- Our Digital World and What that Means for the Citizen Experience
- **The New Frontier: Personalizing Experiences**
- Effective Citizen Outreach: Communicating Through the Coronavirus Pandemic & Beyond
- **Closing Remarks**
- Virtual Happy Hour & Networking



# Continuing Professional Education (CPE) Credit

We are pleased to offer up to 3 continuing professional education, or CPE, credits to those that attend today's event. In order to qualify for the credits you must:

- Be actively listening and watching the sessions
- Answer the intermittent polling questions that will be presented throughout the presentations so we can ensure engaged and active attendance

For more information on the CPE credits we are offering, our CPE sponsor NASBA, and submission process, please visit: <https://carah.io/cxscpe>



# Delivering on 21<sup>st</sup> Century IDEA to Shape Customer Experience



**AMMIE FARRAJ FEIJOO**

21<sup>ST</sup> Century IDEA Implementation Lead,  
General Services Administration



**DAN WILLIAMS**

Product Lead, U.S. Web Design System,  
General Services Administration