

Customer Experience Buyer's Guide for Government

Discover Solutions
to Transform Public
Engagement, Streamline
Digital Services, and
Enhance Customer
Support for Evolving
Government Needs



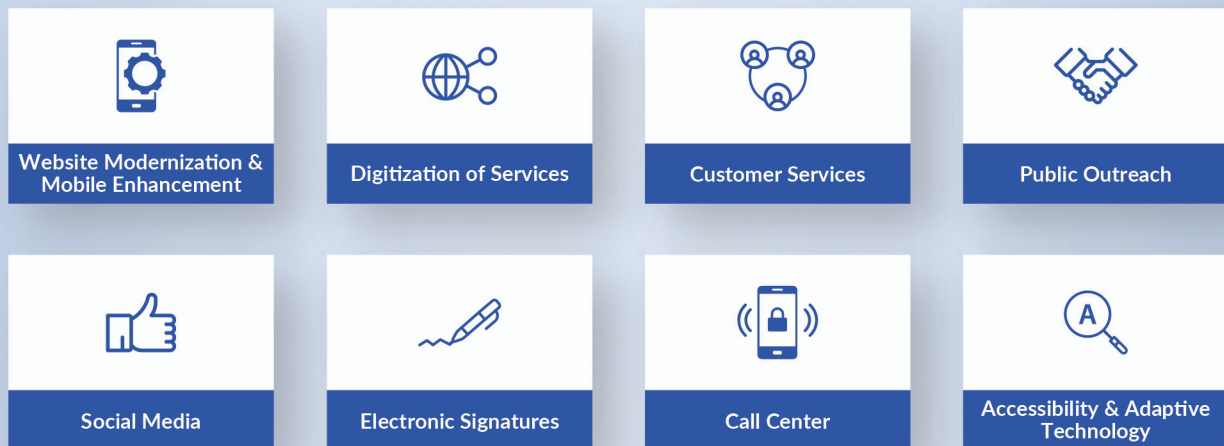
FEATURING: *Solution Areas • Contract Vehicles
Policies and Executive Orders • Success Stories*

Count on Carahsoft®

The Trusted Government IT Solutions Provider

Carahsoft and our ecosystem of technology manufacturers, reseller partners, and integrators are proud to offer thousands of solutions to support your agency's IT requirements and initiatives.

Our Customer Experience and Engagement portfolio brings together a variety of industry-leading solutions that analyze and disseminate information to the public and the community. These solutions provide a means for the government to uphold their responsibility of sharing and reporting information securely to the public.



Providing the best value in the market through our best-of-breed and emerging technologies, Carahsoft is here to support all of our government and system integrator partners.

Call **703-673-3570** to talk to our dedicated Customer Experience and Engagement Team, or email **CX@Carahsoft.com** to learn more.

For more information, visit:
carah.io/CX-engagement

carahsoft®

Welcome to the Customer Experience Buyer's Guide

In an era where constituent expectations are rising, government agencies face the critical challenge of delivering exceptional customer experiences.

This Customer Experience Buyers Guide is designed to equip decision-makers with the insights and tools necessary to enhance service delivery and engagement with the public. This guide aims to streamline the purchasing process for customer experience solutions by providing comprehensive information on the latest technologies, best practices, and innovative strategies tailored specifically for the government sector.

Government agencies are increasingly recognizing the importance of a user-centric approach, where the needs and preferences of constituents drive service design and implementation. From digital transformation initiatives to the integration of data analytics, this guide explores various solutions that can help agencies create a more responsive, efficient, and transparent experience for their constituents.

Carahsoft's Customer Experience portfolio addresses the challenges governments face relating to delivering exceptional customer experiences. It brings together a variety of industry-leading solutions that analyze and disseminate information to the public and the community. These solutions provide a means for the government to uphold their responsibility of sharing and reporting information securely to the public.

This guide will delve into case studies and success stories that illustrate effective customer experience enhancements in government settings. By leveraging these insights, agencies can better navigate the complexities of procurement while fostering a culture of continuous improvement. As we embark on this journey to enhance public service, this guide will serve as a valuable resource for leaders aiming to elevate their agency's customer experience and ultimately strengthen trust and satisfaction among constituents.

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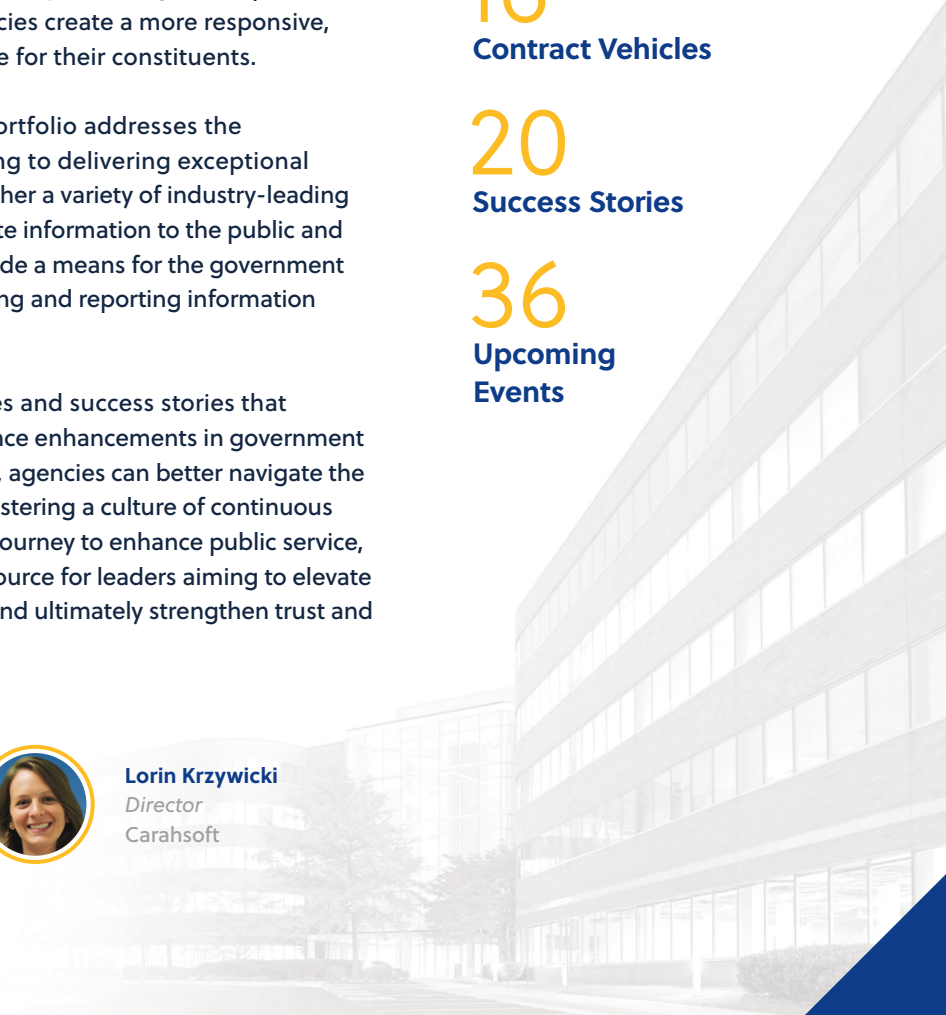
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Tiffany Goddard
Director
Carahsoft



Lorin Krzywicki
Director
Carahsoft



CX Solution Areas

Customer Experience (CX) in the Public Sector represents how constituents perceive and react to civic services. By transforming the CX, the Public Sector can build and establish greater trust with those it serves.

The Customer Experience and Engagement portfolio at Carahsoft brings together a variety of industry-leading solutions that analyze and disseminate information to the public and the community. These solutions provide a means for the Government to uphold their responsibility of sharing and reporting information securely to the public.

Agencies must adopt technology solutions that advance and expand digital Government services to meet the needs of constituents. The benefits of adopting CX technologies include:

- Increasing efficiency of services
- Establishing trust among constituents
- Building agency reputability



Explore Carahsoft's CX and Engagement portfolio for leading solutions from our vendor partners.

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Leading CX Solutions

Carahsoft's Leading Customer Experience & Engagement vendors provide expert tools, services and solutions that increase efficiency of services. Select a technology vendor below to learn more about our leading CX products and services.

 Accela	 ACQUIA	 Adobe	 Akamai	 ATlassian	 box
 docuSign	 GENESYS	 Google Cloud	 GRANICUS	 Hootsuite	 Microsoft
 okta	 qualtrics ^{XM}	 salesforce	 servicenow	 zoom	






Website Modernization & Mobile Enhancement

The Website Modernization & Mobile Enhancement Domain provides guidance on upgrading and transforming government websites to be compliant, accessible across devices, consistent, non-duplicative, and easy to navigate. Leveraging analytical data collected, organizations can modify sites to ensure they have positive engagement, are effective, and ultimately designed around your users' needs. Select a technology vendor below to learn more about their Website and Mobile Enhancement products and services.

 ACQUIA	 Adobe	 Akamai	 box	 DATADOG	 dynatrace
 elastic	 Figma	 Google Cloud	 GRANICUS	 Gremlin	 JASPERSOFT
 jumio	 LaunchDarkly →	 LetzChat	 Liferay	 LILT	 Lucid
 Microsoft	 MONETATE	 new relic	 NextgenID	 ORION	 salesforce
 seekr	 servicenow	 skedulo	 skuid	 slack from Salesforce	 + a b l e a u from Salesforce
 Valero	 vimeo	 YEXT	 zoom		








Digitization of Services

The Digitization of Services Domain provides guidance on identifying non-digital services for public-facing applications and how to make them digital to meet the user where they are, ensure accessibility, reduce costs of outdated manual processes, and increase overall workflow efficiency. Select a technology vendor below to learn more about their Digitization of Services products and services.

Social Media

The Social Media Domain provides guidance on connecting and informing communities to improve safety measures, build trust, and increase public engagement across social media platforms; an increasingly growing information source. Select a technology vendor below to learn more about their Social Media products and services.





















Customer Services

The Digitization of Services Domain provides guidance on identifying non-digital services for public-facing applications and how to make them digital to meet the user where they are, ensure accessibility, reduce costs of outdated manual processes, and increase overall workflow efficiency. Select a technology vendor below to learn more about their Digitization of Services products and services.





Public Outreach

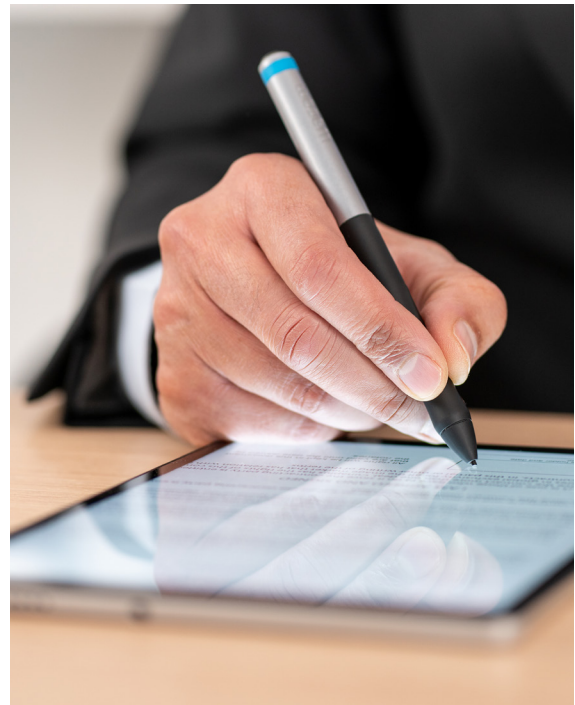
The Public Outreach Domain provides guidance on connecting and informing communities to improve safety measures, build trust, and increase public engagement for an active dialogue between constituents and governments. Select a technology vendor below to learn more about their Public Outreach products and services.

Electronic Signatures





















The Electronic Signatures Domain provides guidance on accelerating the use of electronic signatures in order to streamline paper-based, manual processes saving government employees and constituents time and money while adding visibility and security to document workflows. Select a technology vendor below to learn more about their Electronic Signatures products and services.



Call Center

The Call Center Domain offers guidance on facilitating communication between constituents and government agencies utilizing unified communications, interactive voice response, and omni-channel support. Call center technology is vital for improving customer engagement, ensuring efficient service delivery, and upholding accountability in public services. Select a technology vendor below to learn more about their Call Center products and services.

Accessibility & Adaptive Technology

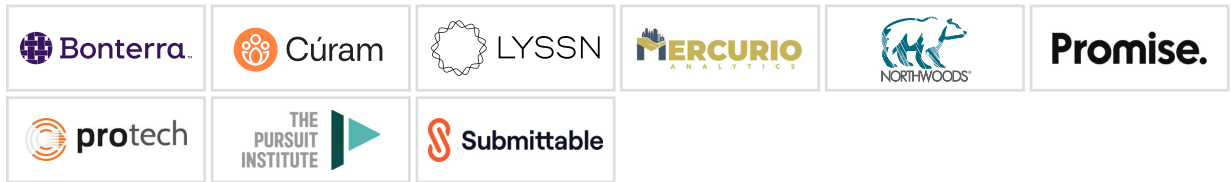
The Accessibility & Adaptive Technology provides guidance on ensuring that constituents, including those with disabilities, can effectively engage with government services and information. This includes web accessibility, assistive technologies, adaptive user interfaces, and mobile accessibility. Accessibility and adaptive technology are crucial for creating an inclusive environment, ensuring that everyone can participate in and benefit from public services. Select a technology vendor below to learn more about their Accessibility & Adaptive Technology products and services.



Social Impact

Social Impact Technology is essential for empowering communities, improving lives, helping to build trust between citizens and leaders, and increase transparency. By leveraging data driving solutions and digital platforms, governments can address social challenges more effectively, promote equity and enhance community resilience.





Modern Government Experiences, Built for Every Citizen

Delivering intuitive, connected digital services makes it easier for people to access information, complete tasks, and engage with government. Adobe helps agencies unify content, data, and workflows to create secure, personalized experiences that improve service delivery, increase transparency, and strengthen trust between governments and the communities they serve.

Learn how public sector agencies can modernize IT infrastructure to keep pace with private-sector innovation.



Policies and Executive Orders

21st Century Integrated Digital Experience Act

The 21st Century Integrated Digital Experience Act (21st Century IDEA), signed into law in 2018, is the foundational legislation guiding customer experience modernization across the Federal government. The Act requires agencies to modernize public-facing websites and digital services to create more accessible, secure, and user-friendly experiences for citizens. Additionally, the law directs agencies to digitize paper-based forms, implement electronic signatures, improve mobile accessibility, and enhance the overall usability of government services. The legislation accelerated government-wide digital transformation efforts and established a long-term focus on improving how the public interacts with Federal agencies online.



Executive Order 14058

Executive Order 14058: Transforming Federal Customer Experience and Service Delivery to Rebuild Trust in Government, signed on December 13, 2021, established customer experience as a strategic priority across the Federal government. The order directs agencies to improve service delivery through streamlined digital experiences, reduced administrative burden, and increased accessibility. Additionally, the order established requirements for High Impact Service Providers (HISPs) to measure and improve customer satisfaction while modernizing services around customer needs. Agencies are required to regularly report progress to the Office of Management and Budget (OMB) and integrate customer experience improvement initiatives into long-term strategic planning.





Government Service Delivery Improvement Act

The Government Service Delivery Improvement Act, signed into law on January 4th, 2025, established new government-wide requirements for improving Federal service delivery and customer experience. The law requires the OMB to designate a Federal Government Service Delivery Lead responsible for coordinating service delivery improvement efforts across agencies. Additionally, Federal agencies are required to appoint senior service delivery officials responsible for modernizing customer interactions, improving digital services, and implementing customer experience initiatives. The legislation builds upon the 21st Century IDEA Act and further institutionalizes customer experience modernization as a long-term Federal priority.

OMB Circular A11 Section 280

OMB Circular A-11 Section 280 provides the Federal government's operational framework for managing customer experience and improving service delivery. The guidance establishes standards for customer research, customer satisfaction measurement, service delivery improvement, and human-centered design practices across Federal agencies. Section 280 also formalized the role of High Impact Service Providers (HISPs), requiring agencies responsible for delivering critical public services to continuously evaluate and improve customer interactions. The framework has become a major driver of customer experience modernization efforts and digital service investments throughout the Federal government.



OMB Memorandum M-17-06

OMB 17-06 replaces M-05-04, Policies for Federal Agency Public Websites. It addresses issues with federal websites and privacy standards. Agencies with public facing services are expected to make these changes within 180 days:

- Every agency must establish a plan for governing its digital services, including websites and data.
- Each agency must publicly post its governance plan on its Digital Strategy page at [www.\[agency\].gov/digital strategy/](http://www.[agency].gov/digital strategy/) and update this page to reflect the current status of the agency's digital governance structure.
- All agencies must participate in the General Service Administration's (GSA) Digital Analytics Program (DAP) and deploy the DAP tracking code on all public facing agency websites.
- Agencies' public websites must contain a search function that allows users to easily search content intended for public use.

OMB Memorandum M-23-22

OMB 23-22 was released September 22nd, 2023, and serves to assist agencies in implementing the 21st Century IDEA Act. It clarifies expectations and gives additional guidance for websites and digital services. It gives definitions for words like "web" and "accessibility", as well as detailed breakdowns of concrete steps agencies can take to be IDEA Act compliant. It emphasized the importance of hiring CX experts, leveraging customer data, and creating public facing services with the user in mind.

The memo hands down these specific actions for agencies:

- Identify digital experience delivery lead
- Identify public-facing websites
- Assess common questions from customers
- Inventory public facing services
- Expand resources on Digital.gov
- Facilitate interagency coordination
- Update website standards
- Use plain language guidelines

Section 508

Section 508 of the Rehabilitation Act requires Federal agencies to ensure that electronic and information technology is accessible to individuals with disabilities. The law applies to websites, software platforms, digital documents, and electronic communication technologies used by Federal agencies. Section 508 has become increasingly important in Federal technology procurement and digital modernization initiatives as agencies expand online self-service capabilities and digital engagement platforms.

Section 508 comes with reporting requirements for transparency. Agencies are required to regularly report accessibility compliance progress to the Office of Management and Budget (OMB).

Count on Carahsoft®

The Trusted Government IT Solutions Provider®

Carahsoft proudly teams with our manufacturer and reseller partners to offer hundreds of IT solutions that are available on Carahsoft's GSA MAS, ITES-SW2, NASA SEWP V, NASPO ValuePoint, NCPA, OMNIA Partners, and numerous state and local contracts.

carahsoft.

Learn more

 carahsoft.com

 sales@carahsoft.com

 703-871-8500





Contract Vehicles



Carahsoft offers a number of contract options for purchasing customer experience solutions. Our contracts offer purchasing options for federal and state, and local government customers. Customers can purchase solutions off of these major contract vehicles:

GSA Multiple Award Schedule (MAS)

Carahsoft holds a GSA Multiple Award Schedule (MAS) that allows customers to procure a wide variety of customer experience solutions. Carahsoft holds Contract #47QSWA18D008F and allows customers to purchase everything from web modernization to public outreach solutions.

NASA SEWP V

The NASA SEWP V GWAC (Government-Wide Acquisition Contract) provides the latest in Information Technology (IT) products and product-based services for all Federal Agencies. SEWP provides the best value and cost savings through innovative procurement tools and processes; premier customer service and outreach; and advocacy of competition and cooperation within the industry.

ITES-SW2

The purpose of the ITES-SW 2 acquisition is to support Army, Department of Defense (DoD) and all Federal Agency enterprise Information Technology (IT) infrastructure and info-structure goals by leveraging Commercially available, Off-The-Shelf (COTS) software products and maintenance in 14 product categories in addition to related incidental services and hardware.

NASPO ValuePoint Cooperative Purchasing Organization

The NASPO ValuePoint Cooperative Purchasing Organization (formerly WSCA-NASPO) provides the highest standard of excellence in public cooperative contracting. By leveraging the leadership and expertise of all states with the purchasing power of their public entities, NASPO ValuePoint delivers best value, reliable, competitively sourced contracts.

Since 1993 NASPO ValuePoint has been the cooperative purchasing arm of NASPO (the National Association of State Procurement Officials) encouraging, fostering and guiding the nation's most significant public contract cooperative. NASPO ValuePoint is a unified, nationally focused cooperative aggregating the demand of all 50 states, the District of Columbia and the organized US territories, their political subdivisions and other eligible entities spurring best value, innovation and competition in the marketplace.

OMNIA Partners

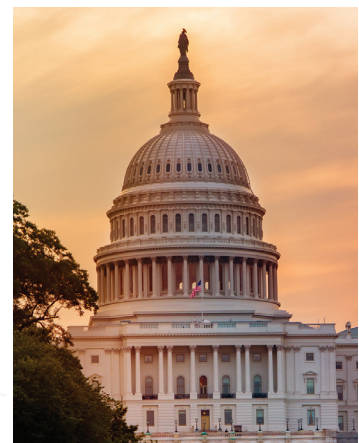
OMNIA Partners, Public Sector contracts are available for use and benefit all entities that must comply with state purchasing laws (state, cities, counties, non-profits, public and private schools, colleges and universities and all governmental entities).

OMNIA Partners, Public Sector is a national governmental purchasing cooperative able to leverage one of the largest pools of purchasing potential. The organization competitively bids and awards contracts to national vendors in accordance with purchasing procedures mandated by state procurement laws and regulations. This means equal pricing for the smallest entities and the largest buyers.

OMNIA Partners, Public Sector was established under state law to help governmental entities operate efficiently and economically. Utilizing an OMNIA Partners, Public Sector (subsidiary National IPA) contract means the buyer deals directly with the vendor, as normally, using the National IPA contract as their own.

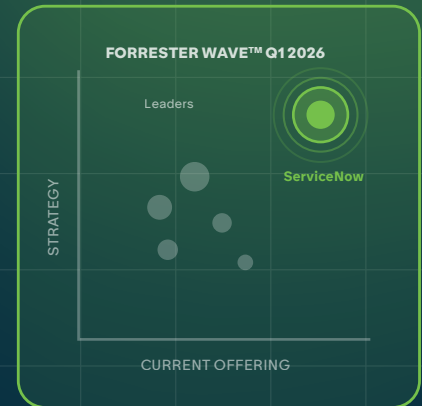
Explore the benefits of how you can count on Carahsoft and our Reseller Partners

- 24x7 availability call us at 888-662-2724
- Dedicated support specializing in serving enterprise ready solutions
- Ecosystem of value-added reseller partners
- Contract Expertise: We understand your procurement needs and the outcomes you're seeking
- Quick turnaround quote: Get the IT solutions you need with the fast, accurate service you deserve
- Substantial cost savings on CX products and service portfolio from certified technology brand partners
- Advanced technology solutions including Website Modernization & Mobile Enhancement Domains, Social Media Tools, Electronic Signatures, Customer Services, Public Outreach Communications, and more





FORRESTER WAVE™ · Q1 2026



Forrester names ServiceNow a leader in public sector cloud solutions.

Forrester evaluated 12 vendors on strategy, capabilities, and customer feedback. ServiceNow earned the highest customer scores of any vendor in the evaluation.

- + One platform for the full service journey**
Frontline citizen interactions connected to secure back-office workflows – on one platform, no silos.
- ✔ "No wrong door" cross-agency service**
ServiceBridge integrates across government platforms so citizens get seamless service from any entry point.
- 🏠 AI agents built for government productivity**
Automate case routing, reduce manual work, and accelerate service delivery – purpose-built for public sector.



Customer Favorite – Highest Feedback Score

Agencies say they would enthusiastically select ServiceNow again, citing very high trust, confidence, and transparent customer-zero practices.

[SEE THE ANNOUNCEMENT](#) | [READ THE BLOG](#)

servicenow.com/workflow/news/forrester-leader-public-sector-cloud-solutions.html



2026 SERVICE TO THE CITIZEN AWARDS

CELEBRATING EXCELLENCE IN GOVERNMENT SERVICE DELIVERY

WALDORF ASTORIA – WASHINGTON, DC

SEPTEMBER 18, 2026

Join more than 450 government and industry executives for an evening celebrating transformative leadership in.

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- **Sponsorship Recognition**
- **Brand Visibility**
- **Special Engagements**
- **Reserved Seating**
- **Communication Reach**

 *2026 Sponsorship Opportunities*

 *Highlights from the 2025 STTC*

 *Past Award Winners' Stories*

 *Info@servicetothecitizen.org*





Success Stories

To meet evolving constituent expectations, agencies are adopting customer experience technologies that enhance digital services, improve efficiency, and strengthen public trust. Explore how government organizations are achieving these outcomes with the help of Carahsoft's CX technology partners.

Accela

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San Diego County Decreases Permit Processing Time by 75% with Digital CX

San Diego County modernized its permitting process to deliver faster, more transparent customer experiences by moving high-volume, paper-based workflows online with Accela. The transformation focused on reducing friction for residents and businesses while scaling to meet rapidly increasing demand.

The Challenge:

San Diego County's Department of Planning & Development Services (PDS) experienced a dramatic increase in solar permitting—nearly a 300% rise over five years—which strained staff capacity and slowed service delivery. Customers were required to visit county offices in person, submit multiple sets of paper plans, and wait in line, consuming significant time and resources for both applicants and staff.

While same-day processing was available for walk-in customers, the growing permit volume made this approach unsustainable. The existing process also conflicted with the County's broader goal of becoming a best-in-class IT organization with a strong focus on customer service, visibility, and efficiency.

The Solution:

San Diego County expanded its use of the Accela Civic Platform to bring solar permitting fully online, enabling an end-to-end digital experience, including application, plan submission, review, and payment. By automating key steps and offering self-service access, the County eliminated the need for customers to travel to government offices to complete routine permitting tasks.

The department also introduced electronic plan submission and review, allowing applicants to upload plans digitally rather than submit multiple paper copies. Standardized templates and automated workflows reduced manual effort, improved consistency, and accelerated review timelines for staff.

With Accela, PDS gained greater visibility into permit status and workloads, helping staff manage increasing demand while maintaining service quality. The platform supported scalable growth, allowing the County to continue expanding online services beyond solar permitting.

Key Takeaways:

- Reduced solar permit processing time by 75% through digital workflows
- Enabled end-to-end online permitting, improving convenience for customers
- Increased transparency and visibility throughout the permitting process
- Scaled operations to support rapidly growing permit volumes without sacrificing CX



Scan the QR to view full success story



Better Resident Experiences. Faster Outcomes.



EXPLORE
REAL-WORLD
CX SUCCESS



The end-to-end platform to modernize services without sacrificing transparency.

- Cut permitting and licensing processing time by up to 75%
- Give residents full visibility into application status, reviews, and approvals
- Provide a single source of truth for customers and staff
- Build confidence through modern, predictable service experiences



San Miguel County Cuts Document Retrieval Time by 99%

Learn how DocuSign boosts transparency and efficiency through automation

Read the
Success Story





San Miguel County Strikes Gold, Supercharging Agreement Management with DocuSign

San Miguel County, Colorado, modernized its government operations by adopting the DocuSign Intelligent Agreement Management (IAM) platform to digitize outdated, paper-based workflows. This transformation has allowed the county to accelerate agreement finalization and significantly improve the speed and transparency of its constituent services.

The Challenge:

Before implementing DocuSign, the county's document management was a cumbersome, manual process that relied on printing, physical mailing, and self-addressed return envelopes. Finding a single document could take up to 60 minutes because files were siloed on individual computers or in physical folders, and there was no definitive, searchable "source of truth" for the county's historical agreements.

This lack of organization made it nearly impossible to guarantee responses to constituent requests within the mandated three-day window. Additionally, employees were forced to manually track contract expirations on personal calendars, creating a high risk for missed deadlines and making the administrative workload for the Clerk's office unsustainable.

The Solution:

To solve these issues, San Miguel County implemented DocuSign IAM and Navigator to centralize all agreements into a single, searchable digital repository. The transition began in the attorney's office, which handles the highest volume of contracts, and eventually expanded into a county-wide policy requiring every new contract to be processed through the platform.

The system now automates agreement workflows and provides centralized access, meaning files are no longer siloed within specific departments. By digitizing records dating back to 2015, the county has created a transparent ecosystem where staff can find necessary information instantly without needing a dedicated "gatekeeper" for the archives.

DocuSign also helps the county maintain compliance and public trust. Automated reminders ensure that contracts never miss a renewal date, and the ability to respond to information requests quickly allows the staff to meet legal deadlines and remain transparent with the residents and elected officials they serve.



Key Takeaways:

San Miguel County transformed its cumbersome paper-based workflows into a streamlined digital operation, achieving a 99% reduction in document retrieval time from nearly an hour down to just seconds. This modernization has enabled the county to consistently meet its mandatory three-day response window for public information requests and accelerated nonprofit agreement finalization by 96%. By centralizing historical records into a single, AI-powered "source of truth," the county eliminated departmental silos and manual tracking, resulting in significantly enhanced operational transparency, improved constituent services, and a reliable foundation for long-term compliance and sustainability.



Scan the QR to view full success story

Granicus Digital Government Award Winners for "Total Government Experience": City of Aurora, Illinois

The City of Aurora, Illinois, partnered with Granicus to execute a sweeping digital transformation that earned them the "Total Government Experience" award. This success story showcases how a mid-sized municipality can move from fragmented, departmental silos to a unified digital front door that simplifies life for both residents and staff.

The Challenge:

Before the transformation, Aurora faced significant hurdles in community engagement and digital service delivery. Despite being the second most-populated city in Illinois, it struggled to understand public sentiment due to a reliance on outdated tools and disconnected platforms. Residents often found it difficult to navigate various department websites, while city staff lacked centralized data, making it hard to manage communications or track the status of resident inquiries effectively.

Communication was largely reactive rather than proactive. The city's outreach was limited by a fragmented subscriber base of only 16,000 contacts spread across different tools like Constant Contact, and traditional feedback methods (like in-person meetings or paper surveys) often yielded low participation rates—sometimes fewer than 100 responses for major initiatives.

The Solution:

Aurora implemented the Granicus Government Experience Cloud, a suite of tools designed to unify the website, 311 service, and community engagement platforms. A cornerstone of this solution was the launch of "Your Voice Aurora," an engagement hub that hosts over 50 active projects. This platform transitioned the city from static web pages to interactive forums and mapping tools, allowing residents to participate in local government decisions such as planning for downtown business vacancies from any device, at any time.

To streamline communication, the city replaced its legacy systems with govDelivery, consolidating department-specific contact lists into a single, massive database. This allowed for the launch of Aurora's first-ever weekly newsletter and the creation of segmented interest lists. Simultaneously, the city collaborated with the Granicus Experience Group (GXG) to conduct a comprehensive audit of their digital presence, leading to a redesigned website optimized for SEO and accessibility.

The final piece of the "Total Experience" was the integration of the city's 311 customer service system with its communications platforms. This ensured that when a resident reports an issue or asks a question, the journey from information to action to follow-up is seamless. Behind the scenes, staff now work with standardized workflows and governance, allowing for faster updates and more predictable service delivery.

Key Takeaways:

Unified Resident Journey:
By connecting the website, 311, and engagement platforms, Aurora eliminated "friction points," moving residents seamlessly from viewing information to taking action.



Scan the QR to view full success story



2026 State of Digital Government Report

Benchmarks, insights and best practices from 1,300 public sector professionals to help you:

- ✓ Grow and understand your audiences
- ✓ Accelerate digital service delivery
- ✓ Increase constituent satisfaction

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Where Government Meets the Public in Real Time

In an era where constituents expect instant, transparent communication, Hootsuite powered by Talkwalker AI gives federal, state, and local agencies the intelligence and reach to lead — not react.

500m+

Daily social conversations monitored

150+

Government agencies trust Hootsuite

30+

Languages tracked in real time

3x

Faster crisis response times

“

The Hootsuite platform is extremely comprehensive and has proved invaluable in emergency situations. It's been our one-stop-shop for everything from message management and rumor control to collaboration with other agencies and analytics to improve our programs.

ALLISON PENNISI

Deputy Director of Communications
NYC Emergency Management



Scan QR to learn more about how Hootsuite can help empower your agency





How the City of New York Manages Over 300 Social Channels To Serve Citizens

When a crisis strikes, social media is the first place citizens hear about it — and more than ever, it's where they look for ongoing updates, information, and resources as the situation unfolds.



"The Hootsuite platform is extremely comprehensive and has proved invaluable in emergency situations. It's been our one-stop-shop for everything from message management and rumor control to collaboration with other agencies and analytics to improve our programs."

Allison Pennisi
Deputy Director of Communications
NYC Emergency Management

The Challenge:

Create a healthier civil society and stronger democracy through the use of technology that engages, serves, and connects New Yorkers. Goals include expanding their digital reach, maintaining a consistent voice, sharing information in multiple languages and providing information in emergency situations.

The Solution:

Invested in Hootsuite to centralize social governance, policy, strategy but empower many teams to operate autonomously. Provided training days and worked to drive cultural change in government organizations across the city.

- **Collaborative but decentralized approach:** Decentralized social communications, empowering departments and teams to be active but maintaining governance, strategy, and policy centrally.
- **Effective user experience:** Hootsuite's multilingual dashboard to filter, assign, and respond to customer questions.
- **Creativity Unleashed:** Leveraged social listening to measure sentiment and deliver proactive services.

Key Takeaways:

- 85% increased reach in digital reach
- 50 Types of 311 service requests managed and routed
- 3X Social media followers

California Baptist University Streamlines Student Records

California Baptist University (CBU), a growing private university in Riverside, California, struggled with paper-based systems that made it difficult to establish a single source of truth for student records. With more than 11,000 students, diverse academic programs, and a mission centered on excellence, efficiency, and wise stewardship, the registrar's office needed a more accurate, compliant, and scalable way to manage and share information.

The Challenge:

The registrar's office at CBU manages all documents related to student academic records and oversees multiple student services, from online course scheduling to academic exceptions. Historically, paper-based student record processes slowed service delivery and created inefficiencies, lost documents, and delays across departments.

Manual approval workflows made it difficult to track a document's progress, often leaving staff wondering if a student's withdrawal form was sitting on a desk or lost in an email inbox. These paper-heavy systems undermined accuracy and reduced compliance confidence, ultimately delaying timely support for students. As Assistant Registrar Adam Martinez noted, the "constant coordination between offices" required by these processes created significant bottlenecks that hindered both staff and students.

The Solution:

CBU began its digital transformation by adopting Laserfiche to replace paper-based processes, creating a secure, automated records environment where everything lives in one searchable place. The university digitized student records by using an API to automatically move enrollment files from Salesforce to digital folders and scanning more than 8,000 existing student records in a single year. The registrar's office then turned its attention to digitizing high-impact workflows such as student record updates, program and major change requests, and substitution requests.

Laserfiche's no-code platform enabled CBU to redefine the management of records and processes across departments. Key achievements include:



- **Automated approvals:** Forms route instantly between advisors, the registrar and students with built-in notifications.
- **Digital records access:** Staff can retrieve student documents in seconds via a centralized, searchable repository.
- **Improved compliance:** Automated retention and workflows maintain records securely and manage disposal per regulatory requirements.

Key Takeaways:

California Baptist University's work with Laserfiche continues to fuel a culture of continuous innovation, transforming paper-heavy processes into fast, connected and student-centered digital workflows across campus.

- Reduced student record processing time from weeks to hours through automated approvals
- Retrieved student documents within seconds, eliminating manual searches
- Digitized more than 8,000 student records in a single year
- Achieved nearly 100% paperless workflows in registrar and accounting offices
- Minimized email follow-ups with intuitive progress dashboards



Scan the QR to view full success story

Breaking Language Barriers in the Knox County Courts with AI-Powered Translation

The Knox County Criminal Court Clerk's offices partnered with TranslateLive to improve communication accessibility through its Instant Language Assistant (ILA). This solution enables seamless, real-time translation for court staff and the diverse communities they serve.

The Challenge:

Effective communication is critical in legal settings, where misunderstandings can have serious consequences. Knox County courts serve individuals from a wide range of linguistic and accessibility backgrounds, making it difficult for staff to consistently provide clear and equitable service.

Language barriers, along with the need to support Deaf, hard-of-hearing, blind, and low-vision individuals, created challenges in ensuring all visitors could fully understand and participate in legal processes. Traditional translation tools lacked the privacy, accuracy, and real-time functionality required in a courtroom environment.

The Solution:

To address these challenges, Knox County implemented TranslateLive's Instant Language Assistant (ILA), an AI-powered solution combining hardware, software, and cloud-based technology. ILA enables deputy clerks to communicate instantly with individuals in their preferred language, supporting over 200 languages and dialects.

The system is designed for ease of use: users simply power on the device, select their language and dialect, and begin speaking. Unlike traditional tools, ILA allows simultaneous two-way communication, creating a more natural and efficient interaction.

In addition to language translation, ILA enhances accessibility for individuals with hearing, vision, and mobility impairments. All communications are encrypted and private, ensuring sensitive legal conversations remain secure and are not stored or mined.



Key Takeaways:

- AI-powered translation can significantly improve access to justice by removing language barriers
- Real-time, two-way communication creates a more natural and efficient user experience
- Privacy and data security are essential in legal environments Inclusive technology can better serve diverse communities, including individuals with disabilities



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Rush University System for Health Cuts Handle Time by Up to 15%

Rush University System for Health is focused on delivering a more connected and patient-centered experience across its network of hospitals and care facilities. To modernize patient engagement and improve operational efficiency, Rush partnered with Genesys to transform its contact center environment and enhance the overall CX for patients and care teams alike.

The Challenge:

Patients reaching out to Rush are often navigating stressful or time-sensitive healthcare situations, making fast and seamless communication essential. However, disconnected systems and manual workflows created friction throughout the patient journey. Patients were frequently transferred between departments or asked to repeat information multiple times, leading to longer handle times and inconsistent experiences.

Rush also needed a scalable platform that could support growing patient engagement demands while integrating with critical systems like Epic and Salesforce. The organization wanted to improve operational efficiency, expand self-service capabilities, and empower agents with the context needed to deliver more informed and personalized support.

The Solution:

Rush selected Genesys Cloud CX to unify its patient engagement environment and create a more streamlined experience for both patients and agents. By integrating Genesys with Epic and Salesforce, agents gained a more complete view of patient interactions, helping reduce unnecessary transfers and repetitive questions during calls.



Using conversational IVR and predictive routing, Rush was able to connect patients with the right resource faster while expanding self-service options for common requests such as appointment scheduling and prescription refills. Predictive routing across 37 queues helped improve efficiency and reduce handle times by 9% to 15%.

The organization also leveraged Genesys Cloud to improve visibility into performance metrics and optimize workflows across teams. As a result, Rush reduced average speed to answer, increased self-service success rates, and improved overall patient satisfaction. The flexible cloud platform also provides a strong foundation for future innovations using AI-powered capabilities and journey analytics.

Key Takeaways:

- Reduced handle times by up to 15% across 37 queues
- Improved patient experiences through more connected interactions
- Doubled patient self-service success rates
- Reduced call transfers and repetitive patient interactions
- Streamlined workflows with Epic and Salesforce integrations
- Built a scalable foundation for future AI-driven engagement initiatives



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The FDIC and USDA-Rural Development Modernize Congressional Interactions Through Inter-Agency Collaboration

The Federal Deposit Insurance Corporation (FDIC) and the U.S. Department of Agriculture Rural Development (USDA-RD) set a new standard for inter-agency collaboration by sharing technology, code, and expertise to modernize how federal agencies manage and track congressional interactions on the Salesforce platform.

The Challenge:

Federal agencies are under increasing pressure to do more with less, and for the FDIC, that meant finding a faster, more data-driven way to keep senior leadership informed about congressional interests in federal financial regulatory activities. The agency needed real-time visibility into the concerns and positions of members of Congress, as well as the ability to identify patterns and track how those positions evolved over time. Existing processes simply couldn't deliver that kind of insight at the speed leadership required.

For USDA-RD, a similar challenge existed. The agency needed an efficient system to manage congressional announcement communications but lacked the time and budget to build one from the ground up. Like many federal agencies, each had been operating in isolation, missing opportunities to learn from and build on each other's work.



The Solution:

The FDIC tackled its challenge by launching CAUCUS, the Congressional Analysis Unified Correspondence Utility System, built on the FedRAMP-authorized Salesforce Customer 360 Platform for Public Sector. The low-code/no-code platform gave FDIC leadership a comprehensive, real-time view of congressional interactions and the ability to spot patterns and track member positions as they shifted over time.

Rather than starting from scratch, USDA-RD took a smarter path. By repurposing the FDIC's existing code and integrated data layer, the agency built its own Congressional Announcement Management System (CAMS) on the same Salesforce platform in just one month, delivering real time and cost savings in the process. According to USDA-RD leadership, success came down to three things: finding the right platform, leveraging the FDIC's existing code, and building on a shared integration data layer.

The collaboration proved that inter-agency knowledge sharing isn't just possible in government. It's a practical path to faster, more affordable modernization.

Key Takeaways:

The FDIC and USDA-RD partnership demonstrated what becomes possible when federal agencies choose collaboration over duplication. By sharing code and architecture, USDA-RD went live in a single month rather than spending years and significant resources building a parallel system. Both agencies now operate on a FedRAMP-authorized platform that meets federal security requirements while delivering the real-time visibility and workflow automation their teams need. The partnership offers a replicable model for agencies across government looking to modernize smarter and faster.



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Georgia Environmental Protection Division Embraces Resiliency and Flexibility with Zoom Phone

The Environmental Protection Division (EPD) embraced Zoom Workplace to replace outdated, disconnected communication tools with a modern, all-in-one platform, helping employees collaborate more effectively across office and remote settings and reach their goals faster.

The Challenge:

Georgia's Department of Natural Resources (DNR), within the Environmental Protection Division (EPD), was overspending on fragmented meeting and phone solutions, resulting in unnecessary complexity in daily communications. The lack of integration reduced productivity by requiring employees to constantly switch between applications to complete basic tasks, taking valuable time away from mission-critical work.

The Solution:

To enhance collaboration, strengthen security and improve efficiency in a hybrid work environment, the EPD transitioned to Zoom Meetings and later expanded its use to include Zoom Phone and Zoom Webinars. Zoom enables EPD employees to work from anywhere while staying connected as if they were all in the same office. By consolidating essential communication tools into a single platform, Zoom streamlines everyday workflows and reduces unnecessary time spent navigating multiple complex tech systems.

Key Takeaways:

The EPD is creating a more flexible future where employees can work together effortlessly using Zoom Workplace. The all-in-one platform simplifies communication by removing the friction of legacy systems and easing the transition to modern technology.



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Purpose-built Mission and Collaboration Platforms

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Upcoming CX Events

As Government agencies increasingly prioritize citizen-centric service delivery, customer experience (CX) has emerged as a critical mission imperative. Modern constituents expect seamless, responsive interactions across all touchpoints, from digital services to contact centers, mirroring their experiences in the Private Sector. Carahsoft Technology Corp., The Trusted Government IT Solutions Provider®, stands at the forefront of this transformation, offering a comprehensive portfolio of industry-leading solutions designed to enhance service delivery, improve citizen engagement and drive operational efficiency across Federal, State and Local agencies. Throughout 2026, a series of premier events will showcase the latest innovations, best practices and strategies that are reshaping how Government serves its communities. Here are the top Government service delivery and CX events Public Sector professionals should attend this year.





Government Service Delivery

June 10 – June 11, 2026 • Washington, D.C.

Government Service Delivery (formerly GovernmentDX) is a leading conference that brings together senior Government leaders and technology innovators from the U.S. and around the world to drive tech-powered innovation and advance public service delivery. The event highlights the role of AI, data and cutting-edge technology in creating seamless, secure and citizen-centric experiences. Attendees participate in invite-only roundtables with global leaders to address shared challenges, alongside open sessions for public servants to learn, network and exchange best practices.

Session to look out for:

- How Technology Can Modernize Government At All Levels
- Data-Driven Delivery: How to Make Better Use of Insights in Government



Dreamforce 2026

September 15 – 17, 2026 • San Francisco, CA
HYBRID EVENT

Dreamforce is three days of groundbreaking innovation, bold ideas and visionary inspiration, bringing together the world's brightest minds to explore digital transformation and customer success. The event showcases the latest Salesforce tools and solutions to build engaging, seamless experiences that exceed constituent expectations. Through breakout sessions, hands-on workshops and networking with industry leaders and peers, participants gain practical insights and strategies to drive innovation and accelerate digital transformation. Government attendees will discover how enterprise CX platforms can be adapted to meet unique Public Sector requirements while delivering world-class citizen services.



Service to the Citizen Awards

September 18, 2026 • Washington, D.C.

The Service to the Citizen Awards recognizes public servants at all levels of Government, including Federal, State, Local, Tribal and international, along with their industry partners who demonstrate leadership, dedication and innovation in delivering services that positively impact citizens' lives and rebuild trust in Government. While the event is reserved for award winners and sponsors, nominations open on January 26th and run until April 10th, with winners announced on June 17th. This prestigious ceremony celebrates exemplary public servants who go above and beyond to deliver exceptional citizen experiences and support initiatives that transform Government services.



ACT-IAC Digital Transformation Forum

September 22, 2026 • Carahsoft Conference & Collaboration Center, Reston, VA

The 2026 Digital Transformation Forum convenes Government and industry leaders for a day of insights, discussions and networking focused on the future of digital services and innovation in the Public Sector. This forum provides a strategic platform for exploring how emerging technologies are reshaping Government operations and service delivery. Attendees connect with peers who are navigating similar digital transformation challenges while discovering practical approaches to modernization that balance innovation with security, compliance and accessibility requirements.



ACT-IAC/DCI CX Summit

November 13, 2026 • Carahsoft Conference & Collaboration Center, Reston, VA

Explore the future of digital services and CX across Government at the ACT-IAC/DCI CX Summit. This event brings together Federal and industry leaders for a day of conversations and insights focused on innovation, service delivery and modernizing Government operations. The summit provides a dedicated forum for CX professionals to discuss the strategic imperatives and practical implementations that enable agencies to achieve excellence in an increasingly digital Government landscape. Attendees gain access to expert perspectives on overcoming common CX challenges while discovering emerging solutions that can accelerate their agency's service delivery transformation.



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