Reimagine service delivery with a **proactive digital strategy**

Agencies can be intentional abut providing extraordinary customer and employee experiences

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Governments responded rapidly to the COVID-19 pandemic by adapting their traditional processes and delivery models to digitize service delivery to those in need. Agencies that were successful in delivering digital services were intentional about doing so. What do they do? They develop a roadmap of what they want to accomplish, deploy new services fast when the demands arise and build on initial launches to add more functionality.

These agencies also have a customer-centric focus, providing simple and intuitive user interfaces with as much automation behind them as possible. They offer self-service models, empowering customers to resolve their own requests and making it easy for people to find and fill out forms in a self-sufficient manner. Using these processes, customers can also get immediate responses to online service or application requests. For example, when applying for unemployment benefits online, people could know immediately whether they qualify for benefits, what level and why. To provide exceptional customer service, these agencies leverage chatbots to address straightforward questions and share automated status updates, rather than sending users to a call center with potentially long queues.

Shifting service delivery models to new digital channels during a pandemic is challenging. But by leveraging cloud-based technologies and making a commitment to continuous innovation, agencies can provide the digital services needed in today's evolving world.

An agile and digital-first strategy

Customers expect timely services in flexible and convenient mediums. As a result, government IT systems need to be modified to meet customer expectations, where new features and capabilities are rolled out in days, not years. Creating an "agile first" policy can help the government update its policies and foundation to focus on modern IT. Governments should invest in cloud-based and low-code and no-code platforms that are secure and agile. The primary benefit for government agencies to leverage cloud solutions is the access to an ecosystem that is regularly updated and constantly evolving to meet changing demands.

In addition to an "agile first" strategy, agencies should develop a digital strategy that identifies both their pain points and where they require investment in people and tools. When evaluating technologies to solve a problem, they should keep in mind that not every solution requires a separate tool. Rather, they should invest in technologies that meet multiple requirements and use cases and solve holistic problems. To further understand and close gaps where challenges exist in mission delivery, agencies should stand up focus groups consisting of customers, employees and partners.

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Automation and continuous innovation

When applied to repetitive tasks, automation is a game changer for agencies. It enables organizations to become much more agile and flexible as needs arise or government policy changes. A significant benefit of automation is increased customer and employee satisfaction. When agencies automate workflows and processes, customers can get their needs met quickly and efficiently, and employees can benefit from increased capacity to focus on mission-critical activities.

At Salesforce, we are intentional about bringing optimized solutions to our government customers, such as the Wyoming Business Council, which optimizes work processes with the cloud; the New Mexico Department of Finance and Administration, managing rental assistance in the cloud; and New Hanover County, providing the ultimate customer experience from the cloud. This commitment to continuous innovation allows us to provide solutions that make it easier for agencies to deploy digital services to achieve mission success.. ■

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