Digital Workflows That Empower Constituents

The pandemic redefined public-facing services, creating an urgent need for better digital experiences. Tom Yeatts, global head of state, local and regional government solutions at ServiceNow, and Chris Dilley, CTO/ chief architect of state and local government and higher education at ServiceNow, discuss how a unified service management platform helps organizations meet these new demands.

Why is a great workflow essential to a great customer experience?

Constituents are looking for a consumer-grade experience when they interact with their state and local governments. They expect government services to meet them where they are — meaning they want omnichannel 24/7 services in a seamless delivery format. They want answers in real time, as well as tools to help them find answers themselves. A great workflow allows rapid delivery of government services with intelligent case routing and automation. It reduces costs by enabling self-service, proactively answering common questions and providing automated service responses. Finally, it provides a single system of government engagement that supports digital transformation efforts to improve overall customer experience.

What common workflow challenges do state and local governments face?

Siloed systems and operations hinder many organizations. Efforts are often uncoordinated so residents must visit multiple websites, make numerous phone calls and drive to various government offices to receive service. Proactive case resolution is almost non-existent; agencies are either reactive to situations or on recurring schedules only. Lack of cooperation and data sharing limits agencies' ability to use advanced analytics and glean valuable insights.

How can digital workflows take organizations beyond traditional CRM?

Agencies often use customer relationship management (CRM) systems to record case information. However, these systems don't typically offer the level of workflow management required to track and resolve complex cases. A service management platform can automate workflows; track progress; and engage everyone who needs to handle, approve or respond to a request. It offers governments an economical way to give employees and residents a common experience across departments and programs.

How does a unified service management platform help improve customer workflows?

These unified platforms help in multiple ways. For one, they enable an omni-channel customer service solution that delivers consumer-like experiences at each touchpoint. Residents can quickly find answers and complete simple tasks — for example, pulling permits or requesting an address change — in the way that is most convenient for them. By connecting people, systems and workflows on a single platform, agencies can break down silos and automate processes for efficient, end-to-end service operations. A single, intuitive workspace allows everyone to work as one team, providing visibility into case history and cross-channel, interdepartmental communications, so organizations can solve problems fast; improve outcomes; and deliver efficient, seamless experiences. A unified platform also provides complete visibility into resources and enables dynamic scheduling so organizations can send the right people and equipment to complete work the first time and in the most efficient way possible.

How can AI, analytics and automation help agencies deliver a better customer experience?

Government agencies can leverage these capabilities to deliver reliable and satisfying experiences to their internal customers and constituents. Automation and predictive intelligence enable more personalized self-service and help customer service agents anticipate their customers' needs. They also help optimize resource usage, including cloud resources. These technologies let agencies identify usage trends and precisely predict where they're going to run into resource constraints. In the same way, they can assess when and where resources are underutilized and flexibly reallocate them as needed.

What practices will make organizations successful as they modernize their customer workflows?

Digital workflows are key to boosting efficiency. Automating repeatable, low-level tasks can free up employee time and resources for higher impact activities. And providing self-service options improves the experience constituents have when they interact with government. By customizing applications and workflows to provide better constituent experiences, agencies can lower administrative costs and proactively identify ways to improve existing services. It's also vital to implement resilient security operations. A unified platform lets agencies align security and operations teams, creating more visibility into their networks.

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