EBOOK

Government

The smarter way to workflow

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START >

MANAGING THE TRANSITION

Digital transformation has long been on the horizon for government agencies. However, a slew of recent and rapid changes have made it immediately clear: those digital transformations must go much faster. Federal, state, and local agencies perform mission-critical work—their resilience is essential.

LEARN MORE

Read more on how ServiceNow helps deliver digital citizen experiences and enable workforce efficiencies.

VIEW OUR BRIEF

These changes are ushering in a new normal for agencies at all levels of government. It is no longer sustainable for agencies to heavily rely on legacy systems and paper-based processes. In the new normal, digital service delivery for citizens is a necessity. Agencies also must minimize disruptions to their workforce by creating remote work solutions that support their employees while protecting citizens' personally identifiable information (PII).

The impact of this new normal goes beyond short-term responses. Agency leaders have an opportunity to embrace digital transformation, foster a workforce that thrives in virtual environments, and elevate their ability to meet citizens' needs under any circumstance.

"**The mandate for agencies is now clear:** if you haven't started your digital transformation, you must start now. If you've already started, you must go faster."
—Jonathan Alboum, Principal Digital Strategist, Federal Government, ServiceNow

LEARN MORE

THE CHALLENGE

As they continue their digital transformations, government agencies face many common challenges, from struggles integrating new technologies with legacy systems to efficiently onboarding new talent, to continuously innovate the citizen experience. Other common challenges include:

▷ High citizen expectations
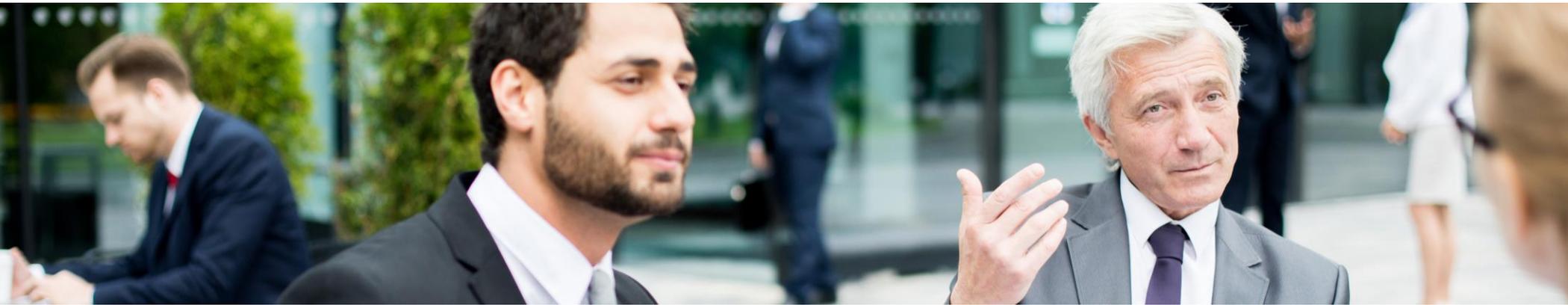
▷ Manual processes

▷ Workforce skills gap

▷ Adapting to change

THE CHALLENGE

▷ **High citizen expectations**

▷ **Manual processes**

Workforce skills gap

Adapting to change

High citizen expectations

In their consumer interactions, citizens experience personalized technology that makes it easy to access accounts and get questions answered online. They've come to expect digital services to be designed and delivered with their experience at the forefront. However, the public sector is behind in meeting the demands of these tech-savvy citizens. The reason? Agencies are still figuring out how to transform digital services in a way that improves service delivery while creating efficiencies and reducing costs.

Manual processes

Digital transformation will require many government agencies to overhaul their current internal and external processes. Today, over half of all government workers can't get their work done in a typical week because of excessive paperwork burdens. Siloed legacy systems also play a role in slowing down government work, standing in the way of easily sharing information across teams and bureaus. Together, these challenges erode citizens' experience with and keep workers from focusing on higher-level work activities.

> "Desktop/laptops composed 55 percent of local government website visits, compared to 45 percent for mobile devices. Within the next few years, we expect mobile visits to take the top spot."
> (Source: Granicus, "2018 Granicus Benchmark Report")

THE CHALLENGE

High citizen expectations

Manual processes

▷ **Workforce skills gap**

▷ **Adapting to change**

Workforce skills gap

Government agencies face an aging workforce problem. The median age of the federal workforce has climbed from 30 to 42 since the late 1980s, and many agencies struggle to attract and retain young, digitally skilled workers. The combination of an aging workforce with young workers' lack of interest in government opportunities means many agencies are facing a skills gap that will only continue to grow. Getting the government workforce ready for the AI era will require workforce planning that includes reskilling the current workforce and delivering on the work expectations of the next generation.

Adapting to change

During the COVID-19 pandemic, many agencies struggled to swiftly migrate employees to remote work. The high volume of individuals working from home placed a significant strain on VPNs and cybersecurity systems. This crisis—and others like it—places agencies in response mode. However, even during these difficult times, mission-critical work must continue. Moving forward, being able to adapt quickly and resolve gaps in systems and processes, will be even more critical. Agencies must build both resilience and adaptability.

THE OPPORTUNITY

It's clear that the solutions to many of the pain points government agencies face—from meeting growing citizen expectations to reducing the time employees spend on low-level tasks—can be achieved through digital transformation. However, <u>the overwhelming majority of agencies are still in the early or developing stages of a digital transformation journey</u>. By taking the lead to implement a digital transformation, government leaders can claim the following achievements:

▷ Real-time visibility

▷ Revitalize the workforce

▷ Measure citizen experience

THE OPPORTUNITY

▷ **Real-time visibility**

▷ **Revitalize the workforce**

Measure citizen experience

Real-time visibility

Connect legacy systems and equipment through a single platform to gain real-time visibility into the process of internal and external operations. Increasing real-time visibility will also facilitate the creation of more efficient service processes. An additional benefit is a faster notice of security threats to the system.

Revitalize the workforce

Create processes that help institutionalize the knowledge of experienced workers and minimize the amount of time they spend on repetitive tasks, freeing them to focus on the work that matters most—serving citizens. Another way to empower your workforce is to create workflows that enable employees to access the information they need easily.

THE OPPORTUNITY

Real-time visibility

Revitalize the workforce

▷ **Measure citizen experience**

Measure citizen experience

A good citizen experience starts with measurements focused on empathy, not action. By leveraging automation, AI, and analytics to build a better experience for citizens, agencies can facilitate easy (even enjoyable!) experiences with government. These citizen-driven insights can inform the creation of data-driven workflows that reduce errors and the time required to fulfill typical citizen services.

80%
of federal agencies had scores that fell into the lowest two categories of the Customer Experience Index.

(Source: Forrester Research, "2018 US Federal Customer Experience Index")

TAKING ACTION

What can you start today to get the most out of transformational digital trends in government? Here are three strategies you can act on now.

▷ Boost your agency's efficiency with digital workflows

▷ Use technology to improve the citizen experience

▷ Implement resilient security operations

Check out the ways government agencies are streamlining workflows to improve service delivery.

WATCH WEBCAST

TAKING ACTION

▷ Boost your agency's efficiency with digital workflows

Use technology to improve the citizen experience

Implement resilient security operations

Boost your agency's efficiency with digital workflows

Documentation will always be a part of government work. However, it doesn't have to be as time-consuming as it is now. Automating repeatable, low-level tasks can free up employee time and resources for higher impact activities. And using a single platform to breakdown siloes will encourage cross-departmental collaboration and knowledge sharing. Digital workflows also improve the quality of services for employees and citizens, resulting in higher customer satisfaction for everyone involved.

Learn how you can transform the government workforce through operational efficiency.

DOWNLOAD NOW
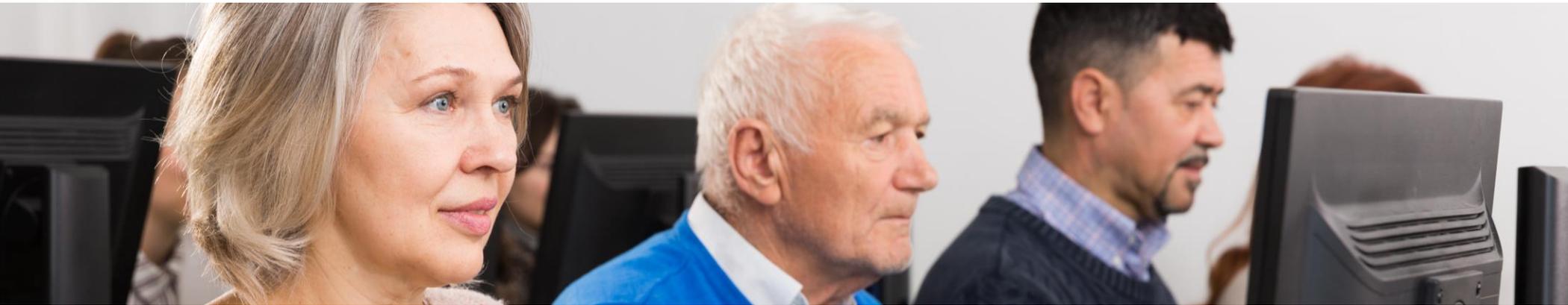
TAKING ACTION

Boost your agency's efficiency with digital workflows

▷ **Use technology to improve the citizen experience**

Implement resilient security operations

Use technology to improve the citizen experience

Citizens regularly engage with government services. From paying taxes to checking on benefits, government agencies—both big and small—have a stable presence in citizens' lives. Make their government interactions more enjoyable by providing automated solutions that give them self-service options. By customizing applications and workflows to provide better citizen experiences, agencies can lower administrative costs and proactively identify ways to improve existing services.

Ready to innovate the citizen experience? Read our ebook on redefining service delivery for citizens.

VIEW OUR EBOOK

TAKING ACTION

Boost your agency's efficiency with digital workflows

Use technology to improve the citizen experience

▷ **Implement resilient security operations**

Implement resilient security operations

As recent events have pushed government agencies into a new normal, new technologies and systems must be adopted to ensure operational resiliency in all situations. A single, connected platform offers agencies the ability to align security and operations teams, creating more visibility into your agency's networks. Additionally, connected teams share processes and tools, ensuring agencies don't have to sacrifice security to maintain uptime and system performance.

Learn best practices for implementing security operations that build resiliency in government.

READ THE WHITE PAPER

now™

WHAT DOES SUCCESS LOOK LIKE?

Case studies

▷ State of Washington Department of Health (DOH)

▷ Tennessee Department of Human Services (DHS)

▷ National Institute of Standards and Technology (NIST)

"Leveraging ServiceNow's Now Platform, we were able to digitize processes that allowed us to quickly resource critical Incident Management Team positions. This automated a manual and labor-intensive process that was fraught with errors while also providing real-time visibility into resource allocations…By digitizing these processes, responding to an emergency does not have to create an emergency to coordinate."
—Jennifer McNamara, Chief Information Officer, Washington State Department of Health

State of Washington Department of Health (DOH)

Organization: State of Washington Department of Health (DOH)

The Challenge: Quickly activate emergency staff to respond to an outbreak of novel coronavirus (COVID-19).

The Solution: The State of Washington DOH needed a digital solution that decreased deployment time, reduced role redundancy, and offered real-time visibility. In just three weeks, the agency built a custom application on the Now Platform® for emergency staffing. This solution decreases the time it takes to coordinate people, locations, and supplies. It also provides real-time visibility into the response.

The Result: The new digital process eliminated the agency's reliance on phone calls, emails, and paper rosters to coordinate and deploy emergency staff personnel. By developing their custom app in only three weeks, the department was able to quickly react to the crisis and reduce response time from days to hours. They also gained real-time visibility of event coordination and logistics, setting a standard for how quickly other agencies should respond to public health emergencies.

READ MORE

"We're giving Tennessee citizens the experience they deserve. Our services are now accessible by phone, email, live chat, lobby kiosks, and mobile. We deliver a consistent experience across all our channels, and we now have a single view of our customers. That's broken-down silos across our program areas, increased collaboration, and dramatically reduced duplicate inquiries. And, we now have the data and reports we need to continuously improve the services we deliver."
—Director of Customer Service Operations, Tennessee Department of Human Services

Tennessee Department of Human Services (DHS)

Organization: Tennessee Department of Human Services (DHS)

The Challenge: Re-design the customer service delivery experience to eliminate siloed channels and manual processes.

The Solution: The Tennessee DHS implemented the ServiceNow Customer Service Management to create a seamless customer experience, simplify and accelerate service delivery, unify workflows, share information, and deliver the insights its leadership needed to make data-driven decisions about customer service.

The Result: The new system slashed inquiry assignment time from 36 hours to 100 seconds. It also virtually eliminated untimely inquiries, cutting the time to resolve an escalated inquiry by 60%, and energizing the DHS staff. The DHS launched ServiceNow CSM statewide, creating a user-friendly and responsive customer experience for Tennesseans.

READ MORE

"**The successful pilot proved that by leveraging better technology and dedicated partnerships, NIST can achieve fast hiring and improved visibility from start to finish. The HR STAT pilot serves as a model for other service organizations for its success in customer engagement, technology-based solution development, and overall agency outcomes.**"
—Jasmine Ventura,
Supervisory Specialist, NIST

National Institute of Standards and Technology (NIST)

Organization: National Institute of Standards and Technology (NIST)

The Challenge: An outdated HR tracker forced employees to spend hours updating the tracking system each time they generated the 80-day hiring report.

The Solution: NIST teamed up with ServiceNow to develop HR STAT, a single portal that would make processes easier, improve analytical capabilities and transparency, and speed up the hiring process. The system also needed to bridge gaps in NIST's crucial partnership with the Office of Security (OSY), ensuring that reports and packages were complete and delivered to the right person.

The Result: The new application consistently guided and tracked the recruitment process from beginning to end, capturing actionable data in every field. Transparency guaranteed greater accountability, and the system eliminated the need for a position to monitor the OSY process. There was also a 24% reduction in end-to-end recruits to hire.

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GET STARTED

About ServiceNow

Globally, government agencies of varying sizes rely on ServiceNow to support their digital transformation. With one platform, we partner with agencies to improve the delivery of mission-critical services to citizens, no matter what the circumstance.

▷ **For more on ServiceNow's government solutions, visit:** www.servicenow.com/gov