

# Properly prioritize digital offerings

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Ensuring a secure, digital government not only makes it easier for government employees to do their jobs, it also streamlines communication with citizens and increases civic engagement. Qualtrics helps you simplify citizen outreach, consolidate technology tools, and easily visualize all your data – without having to worry about data security.

## **DIGITAL EXPERIENCE**

For years, agencies have collected website satisfaction data, but this information is mostly emotional. Forrester found that visitors may be unable to find the information they were looking for, but can still report they are satisfied with your site. With Qualtrics, you can implement a holistic approach to excel in your digital service offerings.

## **REAL-TIME CASE MANAGEMENT FEEDBACK**

Immediately close the loop with citizens by automatically routing complaints and/or alerts to the proper team.

## **IN-APP FEEDBACK**

Allow people to interact with your organization and provide feedback about services or online experience while they're using your organization's applications.

## **PAGE-LEVEL WEBSITE FEEDBACK**

Eliminate clunky integrations with online feedback tools. With Qualtrics you can quickly launch website intercepts and surveys to help you understand which individual page elements work and how you can improve the website experience for your citizens.

## **POLICY EXPERIENCE**

Use your website to gather citizen feedback early on in the new policy development cycle so you can save time and tax dollars.

## **SERVICE DEVELOPMENT**

Many federal organizations and departments are prioritizing the development of expensive digital services that citizens don't plan to use. Understand how to best use agency resources by listening to citizen needs.