



The digital government of the future

The COVID-19 outbreak has revealed a clear route to better CX: Using the cloud for digital transformation



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RAPIDLY EVOLVING technologies are giving agencies the ability to spend less time on non-mission-critical tasks so they can spend more time serving customers' needs. Customers include a typical constituent or citizen, an employee providing services, and even our airmen, sailors, marines and soldiers on the defense side. It's all about redefining the experience for the specific agency's customer.

The digital customer experience in government benefits tremendously from cloud technology because it supports mobile solutions in ways that otherwise would not exist and leads to much higher adoption rates plus happier customers. Cloud can also handle the fluctuating bandwidth of demands so that agencies can scale up or

scale down as needed. The key is to avoid the trap of replicating ineffective legacy processes and instead consider a more comprehensive, well-rounded, customer-centric approach.

Agencies should strive to provide an omnichannel experience whenever possible by meeting customers where they are and giving them multiple options. Many agencies are developing intuitive landing pages or dynamic portals that function well with PCs and mobile devices. Within those digitally transformed sites, customers can text with a live person or perhaps a chatbot, but if they prefer to call, they can connect with a live agent at a designated call center.

In addition, artificial intelligence solutions can help agencies understand

who their customers are and how they can move from reactionary to more prescriptive approaches when addressing customers' needs. They can use those insights to create human-centered design frameworks as part of their digital transformation plans while they continue to fine-tune their business processes and home in on mission effectiveness.

Lessons from the coronavirus pandemic

The unprecedented circumstances of the coronavirus pandemic have made creating a digitally oriented workforce more important than ever. All government agencies will need to adopt innovative approaches to ensure that their customers have access to services regardless of what else is going on.

We are seeing Trailblazers spring into action every day by finding innovative ways to meet the immediate needs at hand. A majority are taking it to the next level and gearing up toward producing "plan ahead" teams, thereby actionable steps to provide long-term digital transformation for their respective agencies.

Agencies can empower employees to provide superior customer service by giving them a role in choosing intuitive solutions they can use with minimal training. As a result, employees will be more enthusiastic about using those tools.

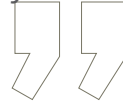
Achieving the vision of digital transformation

The digital government of the future is secure, seamlessly interconnected and organized around the customer. That





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means the experience should be tailored to each user who logs into an agency's site.

The digital government of the future is also tightly integrated with the tools the customer is already using. A majority of the U.S. population uses social media, for example. Agencies must also engage via those channels in a strategic way to ensure broad dissemination of

information to all the customers they serve.

In addition, self-service and accessibility are crucial. The ultimate goal is to put customers in control of how and when they interact with the government.

The response to the pandemic has caused many agency leaders to take a hard look at what digital transformation means

to them and consider how they can create the digital government of the future. With a little help from industry, agencies can refine their visions and move forward with a governance model that best meets their needs. ■

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