

# DIGITAL SERVICES

## FOR A BETTER STATE & LOCAL GOVERNMENT

Digital services are essential to improving state and local government-constituent service delivery as well as making the jobs of internal personnel easier. But according to a GovLoop survey of state and local public sector employees, there are a number of hurdles to improving service.

Read through our infographic to see the importance of digital services, challenges to service delivery and the benefits it can afford agency employees and constituents alike. Software-based comprehensive engagement platforms can also help governments transform and connect with citizens and businesses in new ways.



### THE IMPORTANCE OF DIGITAL SERVICES

**>80%**

of respondents think digital services are important or extremely important to enhancing constituent service delivery.

#### INTERNAL BENEFITS

There are multiple benefits to improved digital services, including increased responsiveness and compliance rates for constituents, and improved employee efficiency.



- Improve employee efficiency & productivity (35%)
- Increase responsiveness & compliance rates for constituents & businesses (28%)
- Improve public perception of service (17%)
- Improve interdepartmental communication (12%)
- Lower agency costs (8%)

#### EXTERNAL BENEFITS

Ease of constituent-government engagement and citizen satisfaction are the top external benefits of improved digital services.



- Ease of constituent-government engagement (33%)
- Satisfaction of citizens (30%)
- Better enables businesses to interact with agency (15%)
- Increased transparency (12%)
- Exceptional constituent user experience (10%)

### CHALLENGES TO SERVICE DELIVERY

**60%**

of public servants that are tasked with delivering services to constituents, are unsure or don't feel empowered to do so effectively with their current digital solutions.

#### CHALLENGE #1 BUDGET CONSTRAINTS

**47%**

of respondents see budget constraints as the primary challenge in acquiring necessary IT to improve digital services.

#### CHALLENGE #2 LACK OF USER-FRIENDLY PORTALS

**68%**

of respondents think that their agencies' digital portals are not user-friendly at all or at least need improvement.

#### CHALLENGE #3 PERSONNEL SHORTAGE

**24%**

of respondents said a lack of skilled professionals to create and/or manage digital services challenges service improvement.

### BEST PRACTICES TO IMPROVE DIGITAL SERVICES

When asked about best ways to combat these challenges and improve the digital constituent experience, the top three responses were:

**1**

Improved tracking of constituent requests

**2**

Mobile & social engagement platforms

**3**

Self-service portals

TO IMPLEMENT THESE BEST PRACTICES, STATE AND LOCAL AGENCIES CAN START WITH THESE STEPS:



Measure your agency's current customer services using key performance indicators to understand the benefits of digital services.



Establish goals and objectives, i.e. shortening wait time in lines or moving services online. Then decide which platforms to use to achieve those goals.



Consider your agency's services and how to enable constituents to navigate the services themselves.



Take advantage of the broad use of social applications when designing solutions. This will allow most citizens to work with a platform that is familiar.

### AN ENGAGEMENT SOLUTION

When used strategically, digital services can help ease employee workloads while improving constituent services. Agencies can pair their best practices with solutions like:

#### INFOR RHYTHM FOR CIVICS

Designed to enable governments to deliver a constituent-centric experience through:

- Self-service portals for doing business with government
- A user friendly, "guide me" approach to lead constituents down the path of what they need to do
- A single platform that breaks down internal silos, providing departments with a holistic view of the customer, and giving the customer a complete view of relevant information
- Seamless connection to existing infrastructure for easier management
- Secured environments for citizen privacy
- Mobile support for quality access on all devices
- Streamlined operational efficiencies & costs

Learn more about how Infor can help you transform your digital services, [infor.com/solutions/rhythm](http://infor.com/solutions/rhythm)

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