When the Dream Becomes a Nightmare

We're turning things "upside right"

GRANICUS

Hello!

Asim Ali

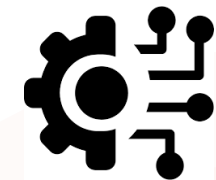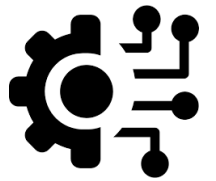*Vice President of Sales,
Granicus UK*

The Citizen Experience Dream

Implementing connected technology to create a coherent customer experience

The Citizen Experience Dream

But the reality is that you're too busy buying fire extinguishers to make progress

The Nightmare of Reality

4 different self-service portals

Clunky engagement tools with unfamiliar branding

Terrible Customer Experiences

Multiple UIs/UXs

CRM has different experience to online services

No updates or proactive communication

No Common Journeys

No Customer Intelligence

Does this seem familiar?

>A decade of transformation, but progress has been slow…

Why is this still happening?

Join at menti.com | use code 5371 0138

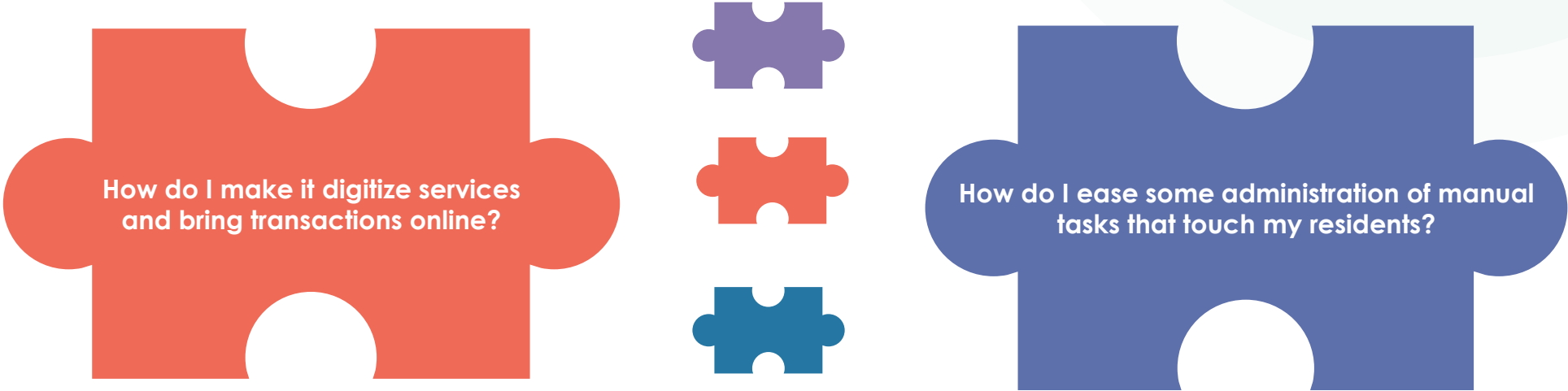# Don't Forget You're Dealing with Real People

Meet Janet…

Janet is a single mother who just moved into the area…

- Has 3 kids, one with a learning disability
- Lives just above the poverty line
- Has 2 jobs to make ends meet
- Lives with her parents that are aging
- Loves painting and has a following on Etsy
- Has an optimistic spirit and everyone says has a remarkable joy for life
- **Do you have a single view of Janet and her circumstances?**

The Typical Approach

Everyone starts here:
Features and Technology

How do I make it digitize services and bring transactions online?

How do I ease some administration of manual tasks that touch my residents?

🧙 Magic + Crossed Fingers 🧙
Happen Here

User-Centered/Intuitive Experiences

This part gets lost along the way.

**Experiences.
Outcomes.
Impact.**

Improved Quality of Life

We Need To Turn Things 'Upside Right'

Start with:

**Experiences.
Outcomes.
Impact.**

Improved Quality of Life
User-Centered / Intuitive Experiences

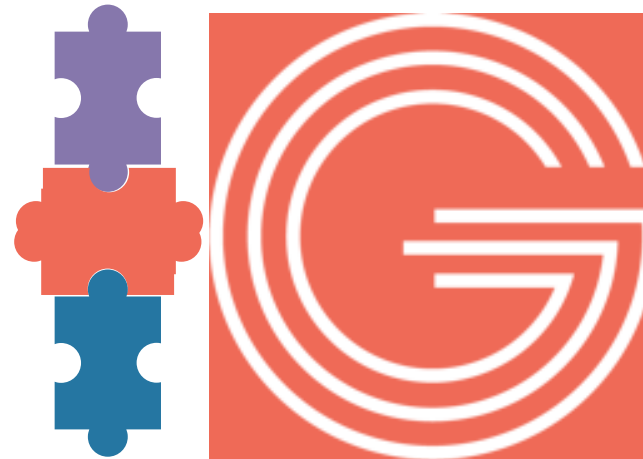And work our way to:

**Solutions that deliver
on your outcomes.**

Government Experience Cloud
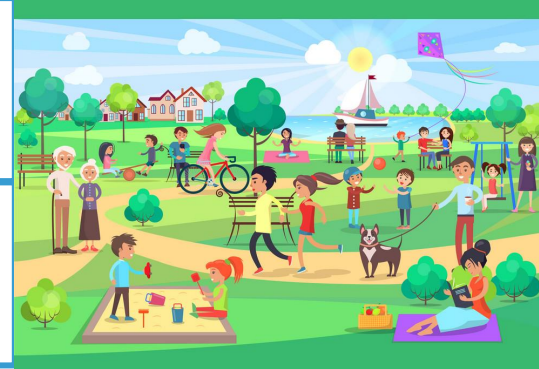
A clear focus on improving outcomes for the people you serve.

Use human-centred design principles to build services fit for *humans*.

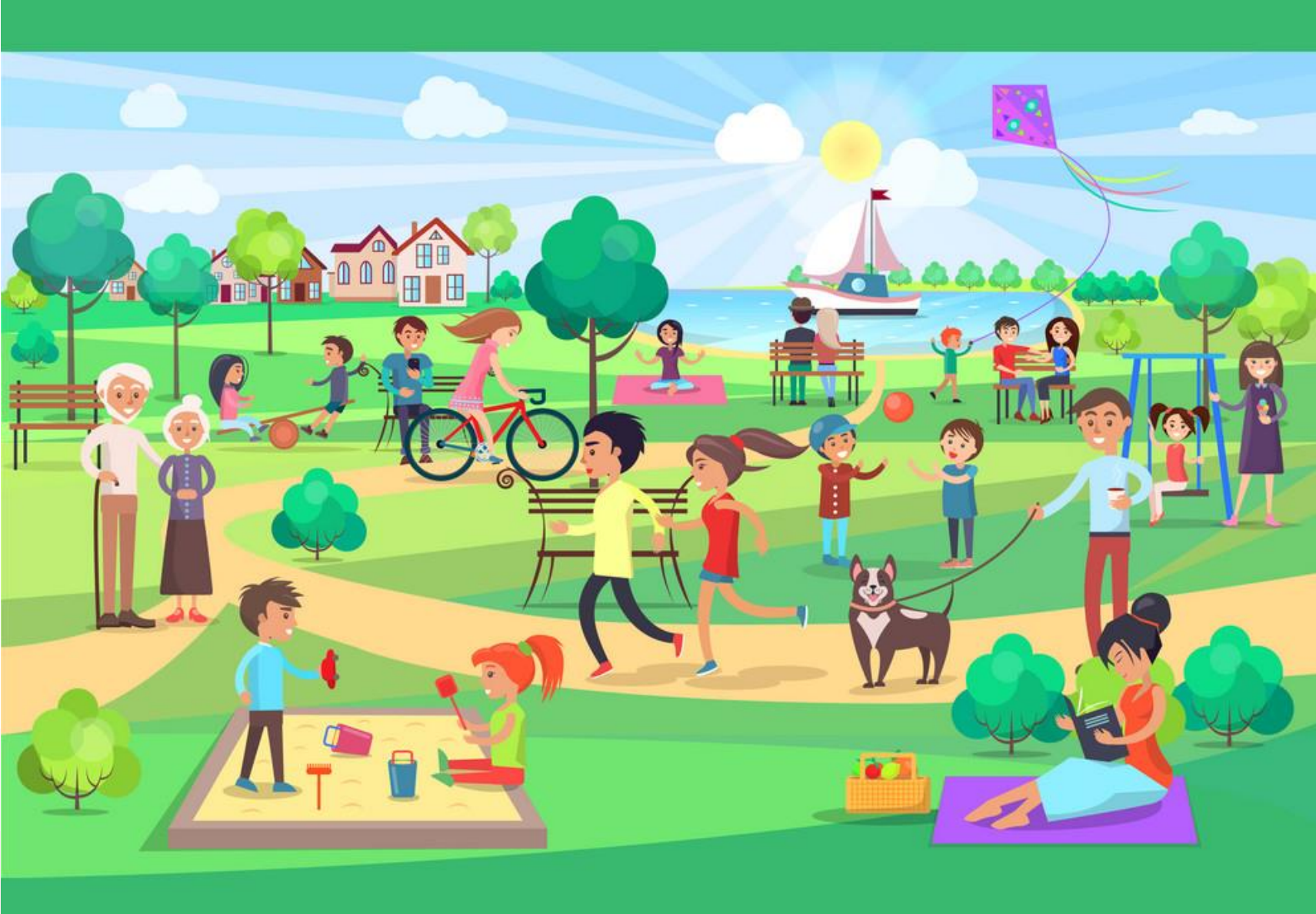Use real insight, data and empathy when making decisions.

Build a picture of citizens and their needs

The tech, data and expertise we provide allows people to reach their outcomes

This is the Picture We All Want…

- Better Access
- Better Experiences
- Better Outcomes
- Less Friction
- More Trust
- Happier and Healthier Communities

Technology alone is not enough

*There's often no **technical** reason for poor experiences*

So why aren't more organisations building great experiences more frequently and more consistently?

Do you have the:

- Capacity?
- Capability?
- Insight?

Are you able to take a fresh perspective?

Do you benchmark with your peers, use data, when planning projects?

Are you always waiting for the next silver bullet?

Does your organisation have old habits and culture that are so deeply engrained that that they cannot be changed?

Are your teams afraid to make a wrong turn, so they maintain the status quo?

Are you focussed on human-centred design and the customer journey, or your internal process?

Are you actually just digitising the ways you already work?

Are we (providers) letting you down?

Transformation

The right, connected technology partner is critical, but so is a long-term strategy and an agile culture that is open to improvement and new ways of working

SUCCESSFUL TRANSFORMATION

PEOPLE

STRATEGY
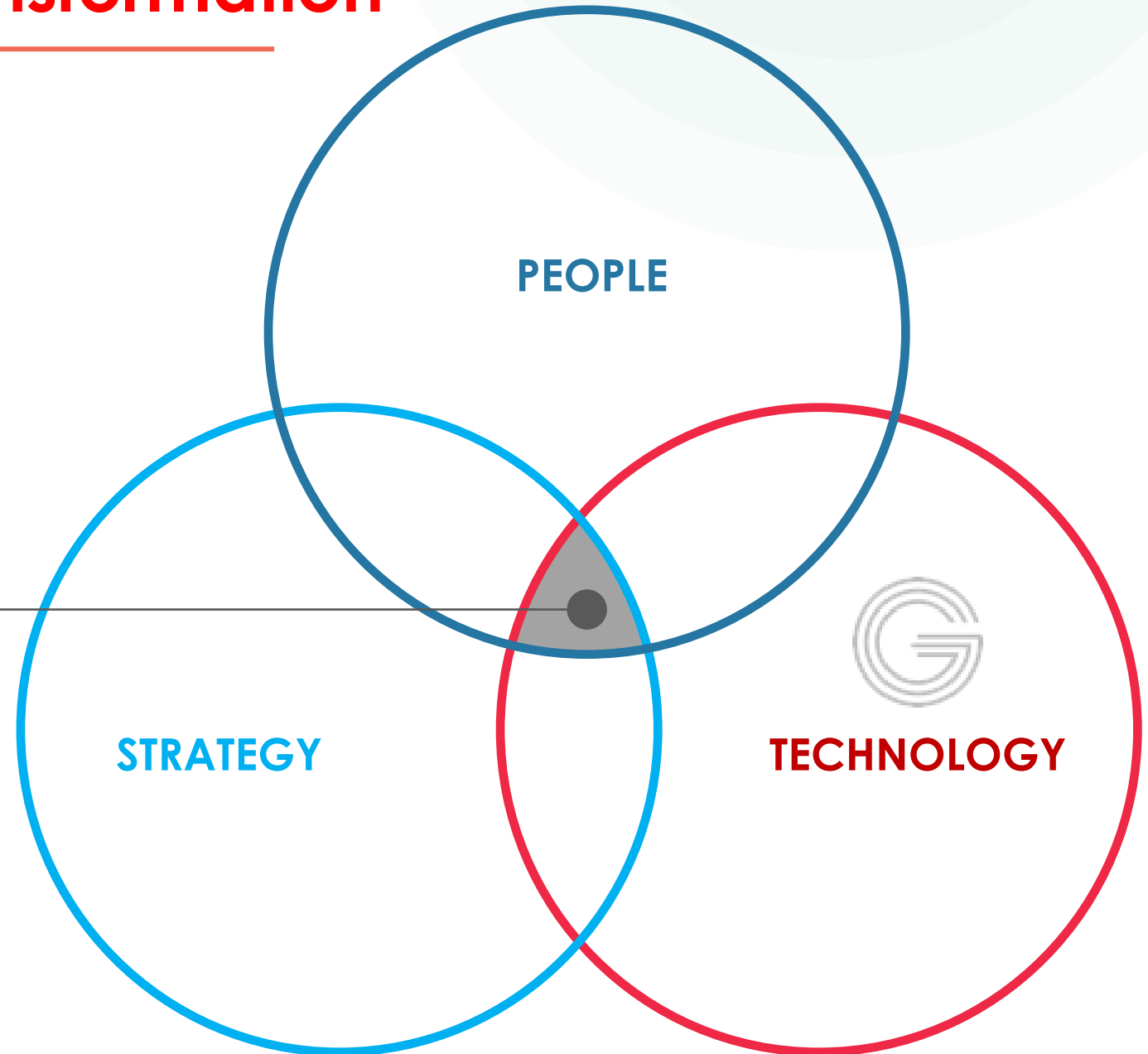
TECHNOLOGY

Government Experience Cloud

Combining technology, CX services, and data insights to ensure outcomes are met.

(1) **Connected Technology**

Integrated Granicus Platform

(2) **Data-Driven Insights**

28.5 Billion Annual Touchpoints

(3) **Experience Services**

Embedded Consultancy & Dedicated Experience Partner

Technology

Data-Driven Insights

Experience Services

Connected Technology

The Granicus Platform

Self-Service

Transform and shift services online

Customer Service

Case management and CRM

Email & SMS

Strategically reach and engage

Engagement

Consult with, and know your community

Data Driven Insights

22,000,000,000+
Gov messages sent annually

280,000,000+
Subscribers

42,000,000+
Service cases processed annually

68,000,000+
Forms submitted annually

6,400,000,000+
Gov webpages viewed annually

300,000+
Subscriber sign-up places

2,500,000+
Community surveys completed annually

200,000+
Hours of govMeetings streamed live annually

2,500,000+
Committee member resolution votes annually

Experience Services

Customer Experience Consultancy and Dedicated Resource to Ensure Outcomes are Met

Experience
Partner

Programme
Support

Service
Catalogue

Online
Resources
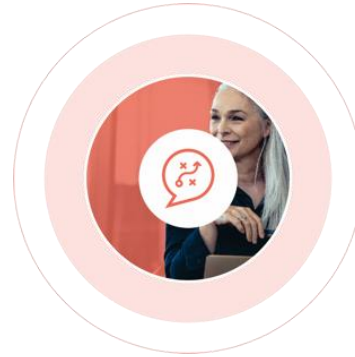
Customer
Community

Enhanced
Support

Government Experience Cloud

GXC delivers meaningful customer experience outcomes for the Public Sector

Connected Technology

Technology designed for governments fosters seamless customer experiences, prioritizing citizens throughout the journey.

Experience Services

Trusted experience advisors empower governments to design, support, and deliver exceptional services that drive measurable social outcomes.

Data-Driven Insights

Better understand your community using insights from 30 Billion annual government interactions to serve your customers more effectively.

These three elements work in concert to ensure that you deliver integrated, efficient and accessible services, improve engagement, whilst driving trust and tangible outcomes within the communities you serve.

Summary

Key Takeaways

- Buying point solutions to solve specific issues leads to a chaotic, unconnected technology landscape and terrible customer experiences.

- Have a vision, be brave and keep all departments working to the same set of guiding principles.

- Whilst connected technology is a start, tech alone isn't enough to ensure success. There is no technological silver bullet.

- Transformative organisations combine technology with strategy and a collaborative, constructive culture.

- Successful programmes require connected tech, data and insights, human-centred thinking & CX expertise.

- Don't look inwards, looks outwards – build services for the communities you serve.

- When developing programmes, always start with the outcomes – not features and functions.

- Make sure you adequately resource the entire programme – not just the initial implementation.

- Transformation is not a destination; you need ongoing resource throughout the journey.

Thank You

Please drop by stand B19 and say hi!

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