

ON THE ROAD TO DIGITAL TRANSFORMATION

TRANSFORMING THE CONSTITUENT EXPERIENCE

Today 89% of adults use the Internet. Technology is no longer about reaching the constituent of the future, it's about accommodating them now. Downloading forms is no longer considered an acceptable online solution. Users of local government services want to be able to track their requests and services from end to end. Digitally transforming the constituent experience from start to finish has the power to increase efficiency, improve transparency, reduce security threats, lower cost, and ensure the resilience and continuity of operations.

GET TO YOUR DESTINATION FASTER BY FOLLOWING OUR DIGITAL TRANSFORMATION ROADMAP

Choose a test case

Analyze data across departments to look for services with the highest volume of transactions, processes with revenue implications, or areas with high levels of resident dissatisfaction.

Know your challenge inside and out

Assess the process as it currently functions. Be the user and map the course from beginning to end. Throughout the process, ask yourself: At any given moment, do I know where and when the work is getting done and who is responsible for it?

People, process, or technology?

Ask yourself: Are the pain points in your current process driven by people, process, or technology? Digital transformation is management transformation first and technology second.



Abandon paper!

Begin the transaction digitally and track data and progress across departments. Transform the final decision into a digital repository that keeps a record of the entire process



Choose a technology provider

Invest in technology that can integrate into what already exists and beware of products that require extensive customization. A technology solution should address the entire process, end to end.



Know your ROI

Success! You've transformed a process and enhanced the experience of your constituents. Now it's time to grow. Compare the former process with the transformation. Measure reductions in time, backlogs of work, constituent satisfaction, and quality of record retention.



Learn. Act. Repeat.

After celebrating the successful transformation of one process, take what you learned, prioritize other processes, and consider how your organization could benefit from an enterprise-wide solution.

