

Build a customer-centric government

Strengthen trust, reduce costs, and deliver immediate outcomes with unified digital experiences



Establish a trusted and intelligent government

Citizens expect more from their government experiences

Private enterprises have embraced digital innovation. Now, individuals and businesses accessing vital government services expect the same consumer-like experiences. Customers want seamless interactions, transparency, and self-service engagements that are simple and intuitive—and meeting these expectations builds trust.

But simply digitising services isn't enough.

Governments have spent years investing in IT, but customer experience is often an afterthought. Governments need to eliminate the organisational complexity of siloed, disconnected, and inflexible legacy systems that are far removed from the public and hinder employee efficiency. True transformation requires reprioritising digital strategies with customer experience at the center.

Governments have dozens of agencies, departments, and entities, but nobody wants to deal with too much complexity. There's no reason a citizen should have multiple, disconnected interactions—digital or not—with various departments.

So how do you start streamlining and unifying all these operations to serve customers faster?

Turn challenges into opportunities



Citizen Demand



Legacy Software and Technologies



Cybersecurity



Agility to Implement Policy Changes



Digitised ≠ Integrated



Recruiting and Retaining



Build trust with unified services that put customers front and centre

Create a single intelligent layer for end-to-end services

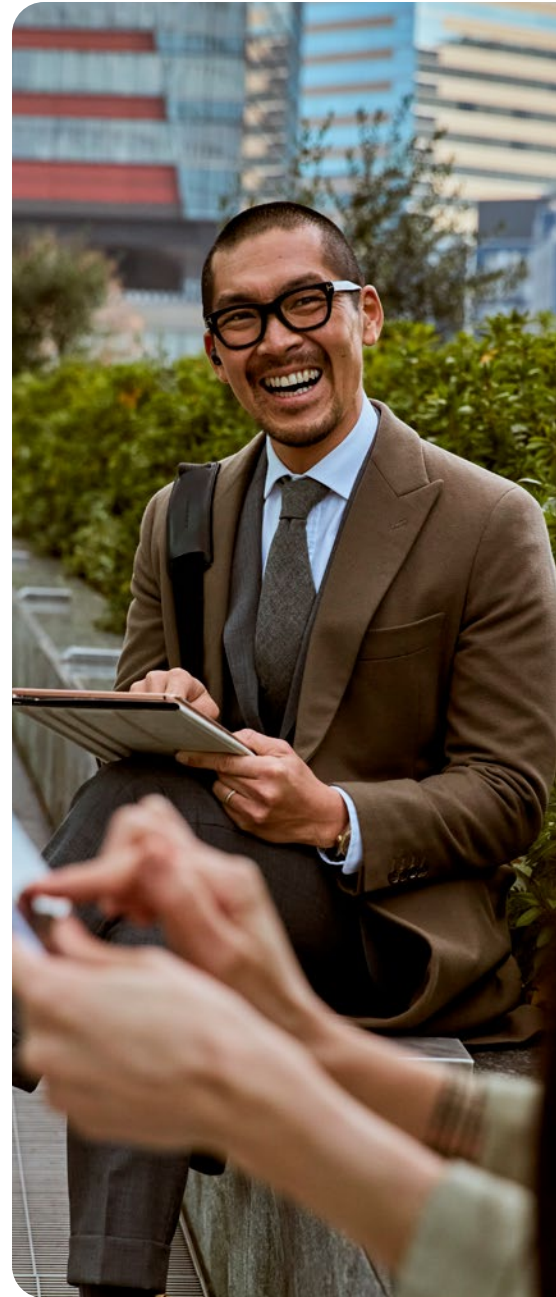
A single platform to connect cross-functional teams, systems, and processes unleashes a unified experience across any channel where citizens choose to engage with you.

Paper-based, manual processes, data silos, and exhaustive approval chains are still routine for getting work done inside government—increasing employee frustration and cost. Implementing an automated system that seamlessly connects disparate systems and routes front- and back-office requests streamlines work for everyone in the service delivery chain. And citizen requests are resolved faster.

This approach empowers your employees to work as one team. They have intuitive tools and increased visibility into real-time case history with the ability to boost interdepartmental communications.

As for citizen engagement at the front end, integrating digitalised service delivery into the same layer provides a connected, guided citizen experience from service initiation to resolution. Whether that's self-service or online—or via field service teams—citizens have the transparency and answers they need when they need them. That builds trust.

Additionally, governments can proactively identify issues, create personalised experiences, expand operational efficiencies to improve existing services, and scale new services to address emerging citizen needs—all through the power of AI and robotic process automation.



Customer and employee experiences deliver greater value together

As technology advances and digital devices and channels proliferate, customers, employees, and product users expect more personalised, immersive, and integrated experiences across every touch point. Achieving this level of unified experience builds stakeholder satisfaction, leading to better citizen outcomes and reduced costs.

According to a recent survey led by ServiceNow and ThoughtLab, 67% of CIOs, CMOs, and COOs believe that unified experiences will increase emotional connections—which enhances employee engagement, improves citizen interactions, and fosters trust. Likewise, 74% of government respondents say a holistic approach has increased employee productivity.

The top experience benefits and challenges leaders report include:



Top challenges

- Keeping up with expectations **52%**
- Inadequate technology **45%**
- Resistance to change **45%**
- No integrated digital solutions **55%**
- No understanding of unified experiences **39%**



Top benefits

- Reduced costs **65%**
- Greater ability to scale **58%**
- Increased innovation **56%**
- Increased customer loyalty **55%**
- Better ability to attract talent **55%**

Modernise legacy systems and improve security

You need a real-time, single data model to deliver unified experiences. It's no secret that many key government systems are overdue for modernisation. They have extensive legacy infrastructures that cannot easily be scaled or changed, which drains budgets and saps productivity.

But change is not always easy, and the solution cannot be a rip-and-replace approach.

Let's be realistic. Government agencies face budget constraints, along with evolving laws and regulations, meaning that building into systems can take years. Increased cyberthreats from antiquated architecture is a growing concern, but governments can be hesitant to make changes.

Unify legacy systems on a single, secure platform

Instead, governments should look to collect data from legacy systems, move it to a secure cloud or on-premises instance, and ultimately change the engagement layer with a single, unified platform.

Nations worldwide are passing laws and instituting regulations and policies on digital transformation. But legacy systems are limited, and governments can't keep up with new approaches.

A single platform adapts to changing business demands by allowing technology applications to be switched in and out and scaled to meet citizen and employee needs. Automated workflows improve accuracy and secure data sharing while supporting better decision-making and more cost-efficient operations. Governments can anticipate customer needs while boosting employee productivity through real-time analytics.

Agencies need to maximise their existing systems with agility while ensuring data security. But how? By implementing a powerful, integrated platform (like the Now Platform) on the hosting option that aligns to an agency's security level need.



Build a technical workforce

Government agencies' most challenging constraint is building a technical staff that truly understands how to transform operations. There is a need to reimagine new processes and deliver personalised experiences to customers and employees alike.

If agencies don't have the capacity to innovate, most will struggle to create and maintain the momentum needed to accelerate their digital transformation efforts.

Embrace low code

Governments can accelerate innovation with secure, quick, and easy-to-build low-code/no-code solutions while seamlessly integrating with other applications.

Employees not trained in IT can nimbly change attributes or configure business rules to meet specific needs. Development is simplified when you flip the automation paradigm and provide complete low-code automation capabilities on one future-ready platform such as the Now Platform. Non-IT developers have the power to quickly create apps even if they don't have a development background.

By removing low-priority, repetitive projects, governments can give their staff more time to drive innovation and help increase focus on high-value touch points and customer needs.

4 out of 5

U.S. companies are now using low-code platforms for app development. These tools empower citizen developers—business and tech-savvy employees from across the enterprise without formal IT training—to build apps up to 90% faster than the traditional software development lifecycle, according to a 2022 McKinsey study!



How an integrated platform can empower government agencies

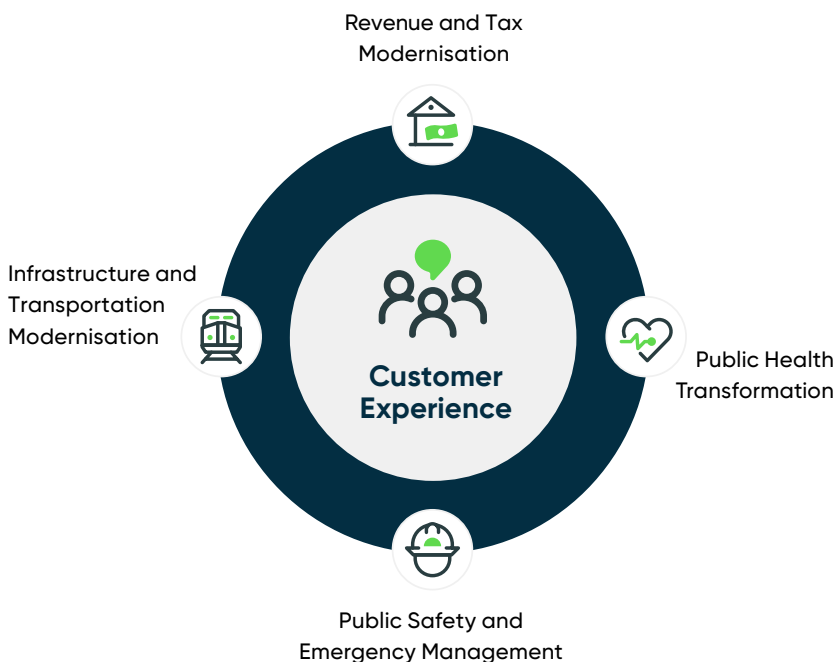
With a single, integrated, secure cloud-based platform—using a unified data model for all operations—government agencies and CIOs can continuously improve on their mission to serve through application modernisation, cloud migration, and automated service delivery. And this can all be done while putting cybersecurity and risk management front and center.

Reduce costs

So much of the public sector has faced deficit challenges, whether state governments, central governments, or local municipalities. Fortunately, there is a solution: an intelligent end-to-end platform that empowers government leaders to drive modernised services and experiences.

Digital transformation, in the form of automated processes and streamlined workflows, has a significant impact on reducing costs and a direct effect on lowering technology debt by increasing productivity, reducing human error, and freeing up employee time to focus on higher-value work and tasks.

Deliver digital services and improve customer experience



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Globally, this platform can indeed align with multiple priorities—like healthcare transformation, transportation, public safety, and more—with collaborative opportunities to deliver digital services to citizens.”

Dr. Raj Iyer, Head of Global Public Sector, ServiceNow

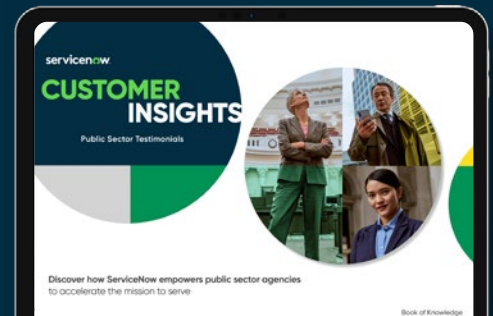
Source: ServiceNow, [Spotlight Keynote: Public sector says YES to improving experiences with digital transformation](#), May 17, 2023

For a deeper exploration of ServiceNow solutions, we recommend the following content:

Customer Insights: Public Sector Testimonials

ServiceNow public sector customers are implementing strategies to accelerate their mission to serve. Read this ebook to discover digital transformation stories from agencies like yours around the world.

[Read Ebook](#)



Modernise citizen experiences while reducing costs

Learn how agencies can build trust and serve the public like never before by embracing digital workflows on the Now Platform. Deliver the modern experiences your citizens and employees expect while reducing costs.

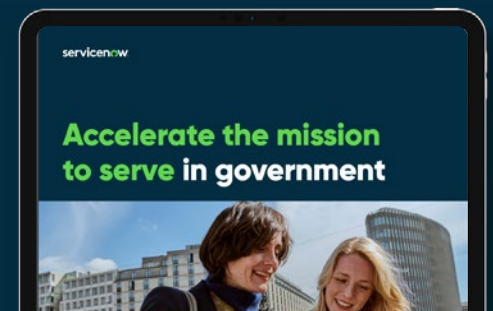
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Accelerate the mission to serve in government

Agencies strive to provide seamless and secure services that build trust. Read this ebook to learn how to accelerate your mission using a single digital platform to provide end-to-end services.

[Read Ebook](#)



Notes

¹ McKinsey, "McKinsey Technology Trends Outlook 2022," August 2022

About ServiceNow

ServiceNow (NYSE: NOW) makes the world of government work better for everyone. Over 1,400 government organizations globally use ServiceNow's cloud-based platform and solutions to securely automate processes and digitise services across their agencies and departments. Helping government organizations achieve their mission through improving customer experience, employee engagement, risk management, security and technology innovation. And we can all create the future of public service that we image. For more information, visit www.servicenow.com/gov.