

Delivering for the Digital Union

Reinventing public service delivery with a citizen-first approach



THE DIGITAL WAVE IN THE PUBLIC SECTOR

Governments across the world are in the middle of a historic transformation. Citizens are increasingly relying on digital channels and public service providers are realizing the need to transform their processes, cultures, and capabilities for this new paradigm.

The move to a digital approach is not only enabling governments to reorganize and rethink the way services are delivered, it is also empowering them to radically transform their complex bureaucracies to become more agile, innovative and user focused.

But the public sector faces many challenges – globalization, budget cutbacks, increased citizen expectations, and an uncertain future. In this complex landscape, how can government agencies work to meet the challenges of fast-growing expectations and an urgent need for digital transformation?

The journey to a digital future is a long and arduous one. Digital technologies are evolving fast and government agencies too must accelerate their rate of progress. To transform the way the public sector operates and delivers services to customers, governments must answer some fundamental questions.





ARE YOU READY FOR THE DIGITAL ERA?

Citizen services can be streamlined through collaboration, accurate resource planning, performance monitoring, compliance auditing, and visibility to all stakeholders. With the paramount objective of delivering more effective citizen services, the government services transformation will need systems and processes that are connected, not siloed. Here are key questions to ask as you get started:

1. Do you have a clear digital strategy?

A clear strategy is at the heart of your digital transformation goals. Government agencies can benefit from a roadmap that addresses the key elements of digital transformation: culture, leadership, workforce, etc. However, it's important that the strategy is accompanied by a mechanism to track and measure progress against the defined digital goals

2. How can citizens participate in your digital transformation?

A key tenet of digital delivery is to start with the user. Yet many government organizations are failing to engage citizens in service design and lack user-centered design skills in their workforce. Exploring inherently user-centric agile development methodologies is also critical.

3. Have you looked at your talent pool?

Many government agencies lack the skills to take full advantage of digital transformation. Digital strategists need to develop a plan that pinpoints what workforce capabilities they need and how they are going to secure them. With relatively constrained public sector pay, public bodies often have trouble attracting the talent they need. The solution is a blend of investment, external support, and innovative approaches.



4 KEYS TO DIGITAL GOVERNMENT

1. A detailed plan for digital transformation

Build a roadmap for digital transformation that covers elements such as culture, leadership, workforce, and procurement. For instance, detail how to engage stakeholders and secure their backing to implement the strategy or describe how procurement processes could be reformed for the digital delivery of services.

2. Putting the user at the center

To effectively drive a digital transformation agenda, governments need to be user-focused. Change resistant cultures typically have established business processes and long-serving staff members who are convinced they know what is best for customers. Often only genuine user insights can create a persuasive case for change; this means doing primary ethnographic research, asking users to comment on service options, and building a transformation method that reacts to feedback quickly and continually. Even the most change-resistant cultures find it hard to disregard hard evidence from the voice of customers and service users.



3. Investing in agile development

Public sector leaders can start, through workshops and training, by familiarizing themselves with the concept of agile, and then look for opportunities to use it on smaller projects and scale accordingly.

4. Investing in upskilling

One of the first steps to getting the workforce digital ready is to identify skill gaps and invest in upskilling staff. Whether an organization facilitates upskilling through in-house training centers or external workshops, it's important to develop a feedback mechanism and iterate training requirements, curriculum, and delivery methods to find the ones that work best. Agencies can also look for opportunities to partner with the private sector and create peer-to-peer learning communities for employees.

DELIVERING FOR THE DIGITAL UNION

Here are 3 imperatives for public sector organizations to become digitally empowered and address the expectations of a new generation of citizens:

1. End-to-end customer experience

Citizens hate spending time jumping from one government agency's website to another, trying to find out who can help. When customers find a digital service too complicated or inconvenient, they either use it infrequently — or refuse to use it at all. They want to get their questions answered or their transactions completed in a few simple steps and if they can't they abandon their journey. Website visitors are like shoppers who've grown tired of visiting a different store for each item they need.

2. Enterprise-wide data management

Data is the backbone of personalized customer experiences. However, most government organizations are still in the early stages of integrated data management. Public sector enterprises must implement better data sharing mechanisms – whether it involves centralizing IT services to create an integrated suite of applications creating a central repository from which all the agencies draw data as needed for their own activities. Government organizations can also create links through application programming interfaces (APIs) that allow different systems to share data.

3. Enterprise-wide identity management

Most government enterprises lack an effective mechanism to identify and manage disparate information about citizens, using data such as passwords, smart cards, and biometrics. They must also ensure that the data is tagged and secured so that only the right users have access. Unfortunately, these elements rarely come together in a way that seems convenient or logical to the end user, whether it's a citizen, a business.

The magnitude of the problem is enormous – citizens typically can't file their taxes without re-entering information several times and agency employees are often locked out of buildings because ID information is not managed centrally. These disconnects can only be addressed through enterprise-wide identity management.

HOW TA DIGITAL CAN HELP

Over the past 18 years, we have completed thousands of digital projects globally. We have one of the largest and deepest multi-solutions digital consulting teams in the world. Our proprietary processes and years of Digital Experience expertise have earned us a 97% customer satisfaction rating with our clients ranging from Global Fortune 1000 to Mid-Market Enterprises, leading educational institutions, and Non-Profits.

ABOUT TA DIGITAL

TA Digital is an innovative digital transformation agency, specializing in delivering digital experience, commerce, and marketing solutions. For nearly two decades, we have been helping traditional businesses transform and create dynamic digital cultures through disruptive strategies and agile deployment of innovative solutions. We are known as a global leader in the digital technology industry for helping marketing leaders achieve their revenue targets, create profitable, omni-channel customer and commerce experiences. TA Digital has high-level strategic partnerships with digital technology companies Adobe, Microsoft, Sitecore, Acquia, Marketo, SAP Hybris, Elastic Path, IBM Watson Marketing, and Episerver. The company was named on 2013, 2014, 2015 Inc. 5000 list as one of the fastest-growing technology companies in the United States.





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