



# Digital-First Citizen Engagement

Transforming customer experience and meeting citizen expectations in the public sector

Across all tiers of government, the public sector delivers a huge range of services with the common objective of providing the best service to their communities, efficiently and cost effectively. Responding to rapid operational and policy changes brings with it a pressing need to connect departmental silos of data and processes, to unleash efficiencies and elevate citizen experience.

## Growing citizen expectations

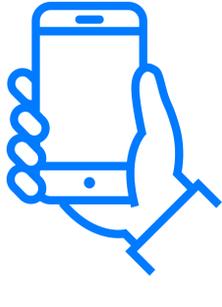
According to BCG's 2020 Citizen Satisfaction Survey, 44% of respondents want the quality of government services to match those offered by the best private sector institutions.<sup>1</sup>



**4.6%**

After an all-time low in 2021 in the U.S., citizen satisfaction with federal government services is up 4.6% according to American Customer Satisfaction Index data.<sup>2</sup>

However, Verint's 2023 E-Government Satisfaction Index shows that despite an overall drop in customer satisfaction scores (CSAT) in the U.S., desktop interactions with the federal government have outperformed several private sector industries who have traditionally had world-class CSAT scores.<sup>3</sup>



At the same time, mobile CSAT scores still lag behind the private sector, suggesting that government had work to do in improving citizen's mobile interactions.<sup>4</sup>

## It's a trust issue

According to BCG, 87% say great experience increases trust in government, and



**81%**

81% say poor experience decreases trust in government.<sup>5</sup>

## The user takes center stage

Advanced citizen-engagement-driven government organizations shift their focus from processes to the people they serve. Human-centered design (HCD) is a new approach that puts the user at the center of the service.

Gartner® predicts that by 2023, 60% of governments will integrate HCD techniques into their digital service design process.<sup>6</sup>



According to Government Technology's Digital States Survey 2022, in the U.S. human-centered design became a guiding principle for states striving to make their digital services as user-focused and -friendly as possible.<sup>7</sup>

The City of San Antonio is one of the early adopters of the citizen-centric approach.

The city has enhanced its omnichannel user experience with Verint.

**“What we are doing is really thinking about the user experience. About more access and content through channels, devices, accessibility, language, availability, and findability. That is the UX culture we are building.”**

—Louise Craig, Experience Architect, Information Technology Service Department, City of San Antonio



[Read the success story](#)

## Design user-centric workflows

Citizen engagement strategies designed from a departmental perspective make it hard for customers to find the information they need and easier for them to pick up the phone. Workflows designed from the citizen perspective, however, are able to deliver the outcomes required by your organization whilst providing residents with an improved user experience.



## Unlock your Citizen Engagement potential

Technology today can help you enable your citizen's preferred digital communication channels to engage with your organization – whether it's chat, email, or social messaging. Integrate these channels into your existing system and automate the workflows of high-volume requests.

## Monitor shifts in user behavior

Measure and analyze the performance of each engagement channel in use. Adjust your citizen engagement strategy to always offer your citizens their preferred mode of communication.



Learn more about Verint® for Citizen Engagement™ at [verint.com/public-sector/citizen-engagement](https://verint.com/public-sector/citizen-engagement)

<sup>1</sup> BCG Digital Government, BCG, 2020

<sup>2</sup> The American Customer Satisfaction Index, Verint, 2023

<sup>3</sup> E-Government Satisfaction Index, Verint, 2023

<sup>4</sup> E-Government Satisfaction Index, Verint, 2023

<sup>5</sup> BCG Digital Government, BCG, 2020

<sup>6</sup> How Government CIOs Can Adopt Human-Centered Design Into Their Operating Model, Robert Snow, Gartner, 2022. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

<sup>7</sup> Digital States Survey 2022: Resident-Focused and Data-Driven, Government Technology, 2022