

EVOLVE YOUR CITIZEN ENGAGEMENT

Build engaged relationships with citizens anywhere, anytime



The relationship that UK citizens have with policymakers and public service providers is an important one. As the UK public sector continues to roll out changes in response to the Government Digital Strategy, the views and sentiments of citizens towards their service providers can provide valuable insight into their needs and levels of trust, as well as impacting organisations' reputations. Taking citizens along on the digital transformation journey is vital, as the public sector evolves its services for the future.

Several studies have re-examined public trust in, and relationship with, UK Government. An Ipsos Mori poll suggested that only 55% trust civil servants to tell the truth – while a YouGov poll suggested just 20%¹. At a local level, although overall satisfaction is high for 68% of the population² there is significant distrust in council's ability to safeguard personal data³.

This certainly suggests that a focus on building better citizen relationships and trust is becoming important at every level. While better communication, delivered widely through social and online channels, is part of the answer, much more is needed.

At the heart of creating real relationships, transforming attitudes, building trust and gaining support for change sits citizen engagement and Government organisations' ability to respond to changing needs.

Challenge or opportunity?

The expectations UK citizens have of their government are rising. They have embraced technology, mobility and social media into their daily lives, and see no reason why communication with government should be hard. They want the same rapid, responsive and personal service that they get from their favourite retailers, who recognise them when they shop. Their experience here has taught them that a world of possibility exists for service innovation. They have welcomed disruptive players, like Uber, that focus on making their lives easier and more convenient. Because Government must deliver for a growing population with evolving service needs, a different approach is needed.

Effectiveness

Public sector organisations need to do 'better for less', with fewer staff, fewer consultants, and an ever-growing service demand. Digital technology offers opportunities to deliver information in new ways, and the digital-by-default agenda combined with operational efficiency imperatives mean that public sector bodies are exploring digital channels and the cloud to streamline and reduce costs. To innovate in ways that are truly aligned with what citizens want, as well as what they need, public sector organisations need to understand them better and build engagement around them, not around services.

Personalisation

Public service bodies have an advantage; they have a wealth of personal information and thus hold the key to personalising services and communications that are highly engaging – yet the public sector lags the private sector. Citizens today expect to share something once, and for that to be taken into account in future discussions. Digital technology gives Government the opportunity to develop more complete views and put them to work to improve communication and meet citizen expectations. Digital change can also empower public service officers with the insights needed to develop and deliver personalised services via every channel, both traditional and digital.

Accessibility

Digital platforms can make information and services more accessible than ever before, though we must never forget the digital divide – both in access and usage terms. The Government Digital Service⁴ estimates that 10% of the population may never be able to gain digital capabilities, due to disabilities or basic literacy skills. Their needs must be met but, since 90% will be fully digitally-enabled, it is appropriate to focus significant attention on digital service delivery.

“Successful strategies need to address both formal and informal approaches to citizen engagement.”

UN e-Government Survey 2014

Pervasiveness

Social feeds from central Departments and local authorities alike are filling up with content, and communication departments are already starting new kinds of conversations with citizens. Social media is gathering momentum, helped by initiatives such as Local Government Organisation's 'Social Media Friendly Mark' for councils and the GDS Social Media Playbook. True commitment, however, requires wider engagement by the public sector organisation on those channels. Socitm, the public sector IT body, found significant disparities in how councils use and promote their social channels⁵. Widening involvement by more government staff, who deal with the public directly, may mean some new policies and practices are needed. However, the engagement dividends of a more joined-up policy are considerable – such as with the Department of Health's Dementia Challenge, which achieved global prominence⁶.

A joined-up approach requires a single platform to span all channels and areas of the organisation, to join the dots and enable it to listen, respond and engage as one.

Transformation

As government invests in self-service channels and tools to lower the cost of service-delivery, the concept, design and roll-out of the services is only part of the story. To secure savings and efficiencies, citizens must adopt the service: their reaction is the most critical success factor. Engaging by communicating, encouraging and persuading is far more effective than assuming or forcing change – no matter how fast the public sector would like the balance to shift from call-centres to simple web-based interaction, each citizen decides their preferred channel of interaction based on its ease of use and how fast they will get a response.

Insight and ROI

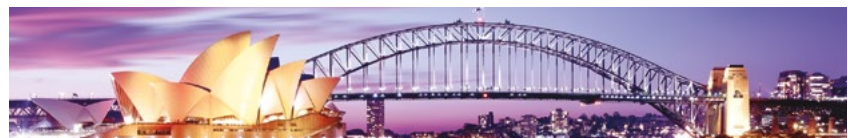
Digital platforms and channels offer vast potential to gather data, build insight with which to plan better, make smarter decisions, and fine-tune services in line with citizen needs and wants. Unified intelligence from performance data, service usage and uptake, as well as citizen feedback, offers a huge potential to improve services and quantify the return on investment of public funds – this is essential in an increasingly tight budget environment, in which spending decisions are under constant scrutiny.

Engagement is underway

The UK Government is in the top 10 among e-government and e-participation leaders, according to the latest UN survey⁷. That is not surprising in light of the array of self-service models that have been launched and designated as "exemplars" – from digital self-assessment to apprentice application schemes – with more on the way. The emphasis has often been on service provision, rather than relationship-building. That is where true engagement happens.

Transformation may not be rapid, but it is well underway. Arguably, local government is in the vanguard of digital innovation in public services. With over a million "smart bins" already in use, local authorities are thinking creatively. They are thinking not simply how they use social and other electronic channels to engage citizens around recycling, but doing some smart deals around rewards and incentives that engage local businesses too. Councils around the country are building unparalleled insight into behaviours and attitudes to recycling as a result – and linking this to decisions about waste facility provision, collection cycles and more.

The latest digital solutions can deliver faster, easier ways to create joined-up platforms to enable better insight and provision of more personalised and effective services. Using these, the public sector can potentially generate significant savings that not only support more efficient internal processes that drive down costs, but deliver increasingly effective services while engaging citizens continually, powerfully and positively.



Service NSW was created to leave behind the traditional complications of dealing with numerous separate public agencies. Supported by Salesforce Service Cloud, it is becoming the single face of NSW Government, while Salesforce1 Platform is helping it move fast.

It marks the beginning of a new era in which the power is in the hands of the customer to choose when and how they interact and communicate with their government. Its success depends upon the free flow of data between every customer touch point, on every channel.

"The Salesforce1 Platform and its omni-channel development toolkit allows us to quickly innovate and to evolve the customer experience."

Jacqui McPherson, CIO, Service NSW

Citizen engagement with Salesforce

Salesforce solutions can help Government organisations to connect, communicate and innovate to increase engagement, reduce costs and build better relationships with citizens. Salesforce is the world #1 relationship management platform, and can enable an end-to-end solution to transform citizen engagement by:

- Providing citizens with the service they expect, on the channel they choose, whenever they choose.
- Connecting departments, partners and sites together for unified, collaborative engagement.
- Creating a unified and complete view of citizens by aggregating data from multiple applications.
- Empowering government employees with 360-degree insight and performance tools.
- Enabling better decisions informed by real and measurable insight about citizen interactions.
- Reducing costs by making it easy for citizens to self-serve.
- Delivering transparency for citizens to see the state of enquiries via websites or mobile apps.

Talk to us about how we can help. We've been part of the G-Cloud since 2012 and already work with Government departments and local authorities worldwide. Our cloud-based software delivers powerful capabilities without adding to overstretched IT department workloads, while offering the potential to reduce IT cost of ownership and upgrades. The Salesforce portfolio for citizen engagement includes:

Salesforce1 App Cloud

Enables you to build apps and platforms for engagement, using clicks instead of code, so you can turn ideas into action faster.

Service Cloud

Helps you to support every citizen with personalised, omni-channel service. Anywhere. Anytime.

Sales Cloud

Enabling you to manage relationships everywhere, from anywhere.

Community Cloud

Re-imagine citizen, partner and employee engagement and drive simply stellar service through collaboration and direct interaction.

Put citizen engagement at the heart of your transformation with Salesforce

Using Salesforce Citizen Engagement solutions, organisations are driving:

37%
faster case resolution

36%
increase in agent productivity

36%
less in support costs

34%
increase in customer satisfaction

Source: Customer Relationship Survey 2012 by Confrimit Inc.



"There are around 700 interactions between government and citizen, many of which could be digitised. Yet one of the biggest barriers to widespread adoption of digital services is that it's time-consuming and expensive for departments to build the underlying infrastructure."

Government Digital Service 2015

- 1 Institute for Government
- 2 LGA 'Are you being served?' 2014
- 3 LocalGov coverage, Zurich poll
- 4 GDS Digital Inclusion Strategy 2014
- 5 The Guardian, Nov 2014
- 6 The Guardian, Feb 2014
- 7 UN e-Government Survey 2014

Learn more about how Salesforce can help you succeed.

www.salesforce.com/uk/industries/public-sector

