

# EXPECTATIONS OF GOVERNMENT SERVICES

Delivering cost effective services to the public more efficiently with Salesforce solutions

The relationship between Government and its citizens has changed: fundamentally, and forever. Today's citizen is more connected, and thanks to retail and commercial experiences they have an ever-increasing expectation around the art of the possible. They have the tools, and the confidence, to control how they interact with services, and they are consuming them when and where they choose.

They know they have a voice through social channels, and are not afraid to complain publicly. No longer are citizens merely the recipients and consumers of information and services; today they play a growing role in determining service delivery, its strategy, substance, and channel of delivery. They have, in effect moved away from accepting the way things are, to setting the tone of the way things should be; in short, they expect more for less. This creates numerous challenges for government organisations.

As traditional delivery systems become ever less efficient and new digital-first and cloud based models emerge, it is becoming more compelling to transition to a more self-service and optimised consumer model that paves the way for a better citizen engagement at a lower cost of delivery.

In addition, government organisations need to go far beyond the traditional thinking of siloed service delivery, often replicated for specific channels. The services you provide, the integration between them, across all channels and the ability to re-use functions from them, all impact the citizen experience and the delivery cost. Breaking conventions and

shaking off preconceptions are vital. Above all, you must improve citizen experience, so encouraging self-service, creating advocates, reducing service delivery cost and saving precious resources to focus on continued modernisation and optimisation of existing services.



The FCA works with Salesforce to help it protect and enhance the integrity of the UK financial system. The FCA's contact centre receives around 9,000 calls per month from consumers. Every call and subsequent case is logged in Service Cloud.

The FCA has also been able to make its own data more accessible to a select few authorised users with the Salesforce1 Mobile App, instead of reports being generated periodically; they are now available in real time.

*"By transforming how we work, we have enabled a step-change in efficiency that will result in better protection for millions of consumers. We can allocate and categorise calls faster, this not only makes us more efficient but enables us to spot trends so we can take action earlier."*

**Victoria Raffé**  
Director of Authorisations  
Financial Conduct Authority

## Service optimisation

Today's challenge is to deliver a truly optimised service for each individual citizen in a way that enhances every aspect of your organisation. It must not only enable you to plan and engage better, but to put citizen insight and intelligence to work everywhere inside your organisation. Everything must be joined up seamlessly, with information made accessible across the organisation so that everyone, from the contact centre to casework, can leverage it: fast, easily and flexibly. A true understanding of the citizen engagement could transform your whole organisation.

Engaging with citizens on a one-to-one basis is one of the keys to improved engagement; in a world where mobile apps are de-facto, and commercial companies lead the way, governments continue to grapple with austerity. It means you must innovate constantly, develop new services rapidly, and have real-time flexibility to spot the next requirement and deliver against it to meet expectation and become more efficient. Nothing should get in the way of your organisations agility or service delivery.

**Increase satisfaction & agility for less**  
Using Salesforce Citizen Engagement solutions, organisations are gaining amazing results...

- 37% faster case resolution
- 36% increase in agent productivity
- 36% decrease in support costs
- 34% increase in customer satisfaction

Source: Customer Relationship Survey 2012 by Confrimit Inc. (5500+ customers)

## Information into action

The government digital agenda continues to provide a steady stream of enquiries to organisations, be that from a change in delivery or new legislation, gradual steps into the world of social media may also be providing you with more detailed information about citizens, their personal preferences and behaviours. You know that you not only can you use this to innovate but, thanks to online, mobile and social technology, you can use it to enhance your direct dialogue. The richness of information at your fingertips presents amazing opportunity – if only you can capture, store, interpret it and make use of it.

You need a single view of the citizen that helps you to 'join the dots' of interaction, and determine patterns of behaviour, if you are to improve casework handling and give the contact centres the tools they need to do their jobs more efficiently.

Everything in your citizen and economic landscape is driving the need for transformation delivered through an open standards based powerful, yet flexible, platform, combined with a citizen experience focus throughout to give you the insight with which to control it.

Making the right partnership and platform choice becomes critical; the historical lengthy and costly contracts have culminated in many of the hurdles to progress today. Open access to data will help ensure that you and other organisations become more efficient, provide engaging services to citizens and the necessary benefits to drive future innovation and success.

## Personalise with Salesforce

Today, citizens expect it to be quicker and more convenient to self-serve, but when they can't they call or email, solving the need in the online channel



Service NSW is pioneering a new era in government services with help from Salesforce. Service NSW exists to leave behind the traditional service and process complications of dealing with numerous separate public agencies. It marks the beginning of a new era in customer relations for government agencies; in which the power is in the hands of the customer to choose when and how they interact with their government.

Service NSW currently integrates three communications channels: a dedicated web portal, customer call centre, and shop-front services. The entire solution was up and running in just six weeks.

*"To think we've maintained a 99 percent customer satisfaction is extremely incredible."*

**Jody Grima**  
Director Contact Centres, Service NSW

should be the priority, but when they do contact you, you need to respond fast and in the right channel.

Creating citizen focused service delivery that spans every channel and device can turn even the most disgruntled into passionate advocates. Salesforce citizen engagement solutions can help you optimise operational casework and modernise contact centre tooling to deliver a single view of the citizen and thus increase efficiencies and agility.

- Omni-channel support
- Customisable reports & dashboards
- Case collaboration & CTI Integration
- Visual workflow
- Self-serve engagement

Salesforce can deliver powerful engagement tools to help empower your teams. It can help you inform not just your customer service and support personnel but teams across the organisation, and enable their collaboration. A single view of the citizen can help you deliver exceptional service, specifically in combination with innovative yet integrated approaches such as:

- Quickly search your knowledge base for relevant answers. Or make it easy for citizens to do it themselves.
- Live Agent chat gives your citizens personalised, real-time help online.
- Service Cloud Communities allow citizens to help themselves and each other.

With Salesforce you can access what you need to reshape and support your organisation for the future. Salesforce can transform how you engage with citizens, using Salesforce you can pursue organisation agility and real-time innovation: incorporating powerful self-service tools for rapid internal application and citizen service development, and all whilst doing this in an open, mobile and social manner.

*Today's customers expect to have access to customer service on their terms. Salesforce helps you give your customers the answers they need, whenever they need them.*

