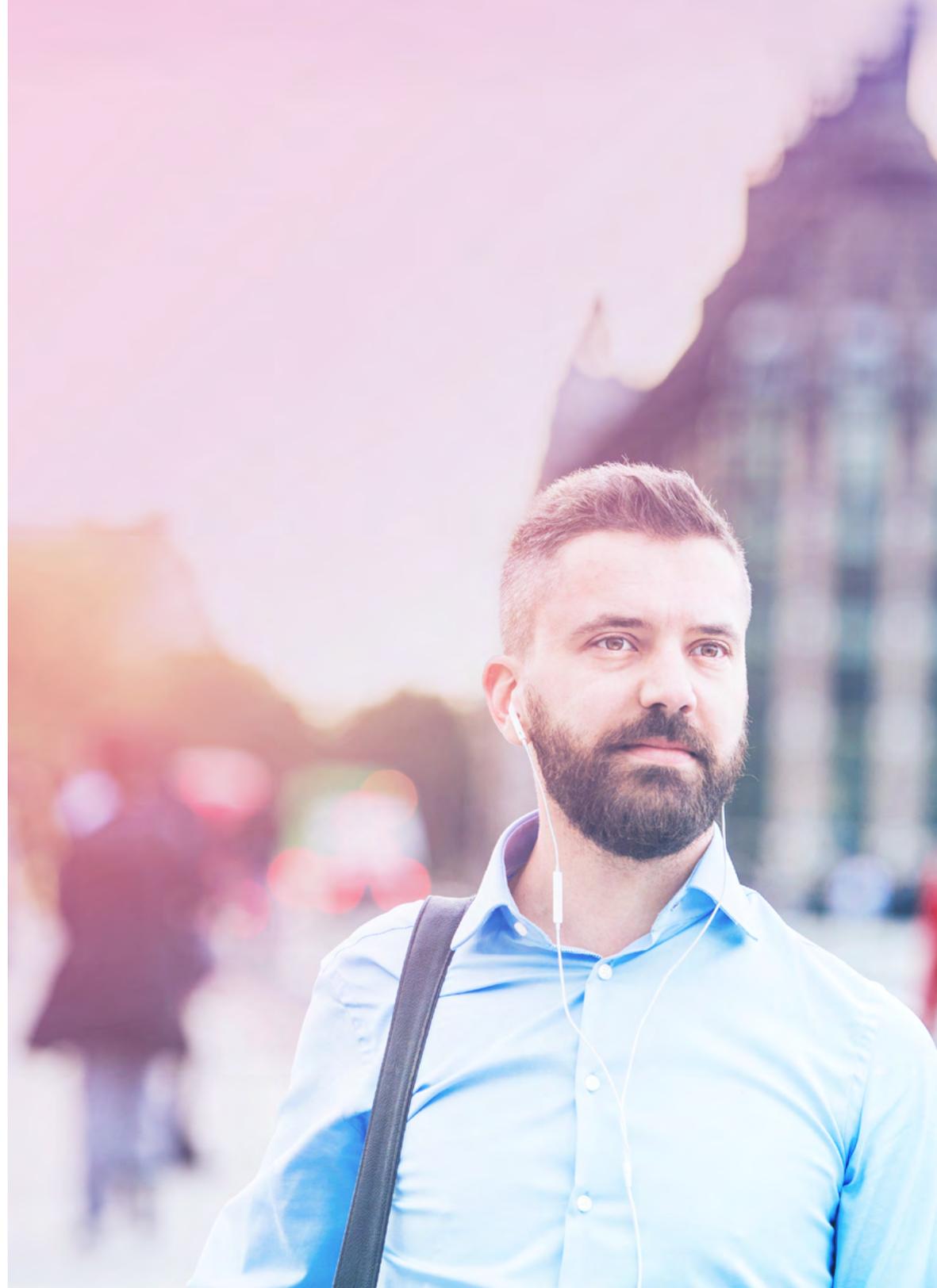


GOVERNMENT | ARTICLE

TOP 8 DIGITAL SERVICES CITIZENS WANT IN GOVERNMENT

Hyland



Citizen engagement is a high priority for mission-focused agencies. Today's digital-driven citizens demand two-way communication, meaningful experiences and 24/7 availability — not frustrating practices like paper forms, long lines and busy signals. Here, we outline eight digital services that are important to today's tech-savvy citizen.

1 Omnichannel interaction capabilities

A key aspect of citizen engagement is enabling interactions through a range of channels to provide quick, efficient and consistent services. A modern content services platform enables citizens to interact with your agency via multiple media — by smartphone, tablet, desktop and laptop — in addition to traditional mail, phone and in-person methods.

2 24/7 self-service

Citizens want to be able to contact organizations on their terms. Implementing electronic forms, workflows and self-service tools offers citizens a quick, easy and user-centric experience that fits their schedule.

3 Digital content management

Forcing constituents or partners to use a fax or put a signed document into the mail doesn't do much to advance the digital citizen experience. With digital signatures, you can eliminate that hassle, secure document distribution and keep the workflow moving.

4 Mobile access

Give constituents the convenience of completing requests or applications on their mobile devices. Replacing paper forms with electronic forms enables agencies to automate processes to keep tasks moving and provide on-the-go access to information.

5 Personalized communication

Every citizen is different and has different needs from your agency. Building a relationship with each member of your constituency might seem impossible, but an integrated customer communication management (CCM) tool can help streamline the process. By dynamically pulling data from multiple source systems, CCM tools create truly personalized communication faster and easier than is possible with legacy, paper-based methods.

6 Accelerated servicing capabilities

Today's citizens have grown accustomed to the instantaneous service capabilities of private-sector companies. Automating your agency's routine, repetitive tasks has multiple benefits for agency stakeholders. Not only are employees free to perform more value-added, interesting work, but citizens get accelerated answers to their service requests.

7 Comprehensive case management

Cases often require the participation of multiple users inside and outside your organization. When the need arises, Hyland case management solutions make it easy to facilitate user collaboration through notes, threaded discussions and the history of activity surrounding a case. Citizens and employees alike gain a complete view of their case and its status.

8 End-to-end data security

Agencies routinely deal with large volumes of personally identifiable information, including Social Security numbers, bank information, fingerprints, passports and more. Safeguarding this data is critical for your citizens' trust and well-being, and for complying with local, state and federal privacy regulations. Cloud-based document sharing and collaboration benefits from advanced data protection, including encryption, access control and audit trails, so citizens have peace of mind that their data is secure at every stage.

EXCEEDING EXPECTATIONS WITH MODERN CONTENT SERVICES

A dynamic content services solution brings you all the tools necessary to meet the 21st-century demands of citizens — and the agency employees who serve them. With automation, mobile access, CCM and more, an integrated digital solution can holistically deliver accurate, fast, secure service that drives citizen engagement and trust in your organization.

Discover more at [Hyland.com/Government](https://www.hyland.com/government)

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