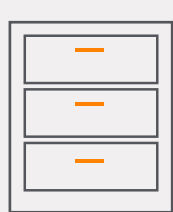


# What's In and What's Out for Citizen Engagement

## HOW ENTERPRISE CONTENT SERVICES ADDRESS 8 ROADBLOCKS TO EXCEPTIONAL SERVICE

Citizen engagement is a high priority for mission-focused agencies. But even in today's digital-first landscape, too many organizations still rely on outdated practices for citizen service. Paper forms, long lines and busy signals are out; personalized service available anytime, anywhere is in. **Here are eight ideas for modernizing legacy approaches and enhancing citizen experience — and the digital tools that enable the transformation.**



**OUT: PAPER FORMS**  
**IN: AUTOMATED DATA CAPTURE**

Eliminate the time, resources and headaches involved in outdated paper-based processes with automated data capture.



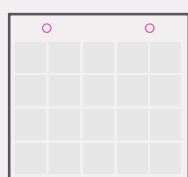
**OUT: LONG WAIT TIMES**  
**IN: OMNICHANNEL EXPERIENCE**

With self-service capabilities, citizens can submit applications and forms via their preferred method — mobile device, laptop, tablet, phone call or in person.



**OUT: DISPARATE SYSTEMS**  
**IN: SINGLE PORTAL FOR MULTIPLE SERVICES**

An integrated portal can implement electronic forms, workflows and self-service tools on a web portal for a citizen and user-centric experience.



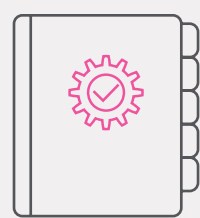
**OUT: FAR-FUTURE APPOINTMENTS**  
**IN: 24/7/365 AVAILABILITY**

With mobile access, your citizens have the convenience of completing requests or applications on their mobile devices, from anywhere at any time.



**OUT: LONG QUEUES TO ADDRESS ERRORS**  
**IN: FAST, ACCURATE ANSWERS**

Robotic process automation (RPA) is key to automating time-intensive manual tasks, expediting decision-making and removing human error.



**OUT: IT MASTERY FOR TOOL DEPLOYMENT**  
**IN: INTUITIVE SOLUTIONS THAT SCALE**

Low-code/no-code application-level development enables your team to deploy point-and-click configurable solutions with checkboxes, radio buttons and drop-down menus — without requiring IT expertise.



**OUT: UNSATISFACTORY SERVICE**  
**IN: PERSONALIZED CITIZEN COMMUNICATION**

A customer communications management (CCM) tool makes it easy to create, personalize and automate citizen communications on demand, providing high-quality service that's on par with private-sector organizations.



**OUT: RISKY, NONCOMPLIANT SECURITY MEASURES**  
**IN: END-TO-END DATA SECURITY**

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.

## ARE YOU IN?

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