

STATE AND LOCAL GOVERNMENT | ARTICLE

# WHY DIGITAL GOVERNMENT IS KEY TO ENHANCING CITIZEN AND EMPLOYEE ENGAGEMENT

Empower mission delivery with modern content services

Hyland™



The digital revolution has profoundly altered the way people, businesses and governments interact. However, despite our near-constant adoption of technological innovations, the fundamental mission of government agencies remains the same: **Serving the public.**

The mission sounds simple, but delivering public services during times of adversity — for example, during COVID-19 — can challenge agencies to change their ways of working practically overnight. In a recent survey, 33% of agencies said they weren't prepared for staff to work remotely and continue delivering mission-critical services when offices closed at the start of the pandemic.<sup>i</sup>

Citizens deserve to trust that their state and local government can deliver the services and programs they depend on in a straight-forward, intuitive manner and without disruption. But reliance on paper-based approaches and in-person physical locations makes it difficult for agencies to future-proof operations and keep up with 21st-century expectations.

These outdated processes leave employees and citizens alike feeling unsupported and unsatisfied. To deliver on their mission, agencies need to equip employees with tools that enable fast, accurate and efficient service from any location.

In this article, we explore why digital government is key to fostering engagement with citizens and the employees who serve them — and how a modern enterprise content services platform enables your agency to deliver on its mission, even in the most challenging times.

### CITIZEN EXPECTATIONS ARE EVOLVING

According to Pew Research, 85% of Americans go online every day, with 31% saying they are almost constantly online.<sup>ii</sup> As people realized the convenience of conducting business digitally, their expectations for customer service have steadily increased.

Citizens have grown accustomed to the personalized, engaging experiences provided by private-sector companies like Amazon, Uber and Apple. Now, they're demanding the same digital responsiveness from government agencies.

Constituents expect a clear path toward the services they need while receiving transparent communication, 24/7 connectivity and immediate responses from start to finish. The reality, though, is that the current level of digital adoption in government is lagging and causing friction.

According to a BCG survey:<sup>iii</sup>

**70%**  
of people encounter issues  
in digital government

**2 in 5**  
citizens cannot complete an entire  
government transaction online

**87%**  
say a great experience  
increases trust in government

**81%**  
say a poor experience  
decreases trust in government

Meeting these increasing expectations requires modern tools, but current agency practices are struggling to keep pace with digital transformation.

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## OUTDATED PRACTICES CHALLENGE EMPLOYEES

Government agencies have historically been slow to adopt digital innovations, but COVID-19 has shown state and local leaders the importance of modernization. According to a recent Center for Digital Government survey, 80% of state and local tech leaders said digital transformation has become a more important goal for their organization since the pandemic.<sup>iv</sup>

Still, too many agency employees are trudging through paper-based processes, manual methods and disparate, siloed legacy systems. A majority (64%) of state and local governments are still using manual processes to gather information to solve problems.<sup>v</sup>

These time- and resource-heavy methods make it difficult for employees to perform their job at any location — in the office, in the field or working from home. When employees don't feel properly equipped or supported in their role, they can experience low satisfaction and even question staying in their role.



**52%**

of state and local public workers are considering leaving their jobs<sup>vi</sup>

**25%**

of those considering changing jobs would like to leave the government sector entirely<sup>vi</sup>


Further, the median age of government employees is older than the nation's average, meaning a "silver tsunami" could be on the horizon.<sup>vii</sup> To fill positions after a retirement wave, agencies will need to turn to younger workers like millennials and Gen-Z. Attracting and retaining employees in these demographics means offering the benefits they want, which include hybrid and flexible work models.<sup>viii</sup>

## ENTERPRISE CONTENT SERVICES PLATFORM BRIDGES GAP

To better engage employees and citizens in a digital-first world, agencies need online tools, intelligent automation and straight-through processing that removes roadblocks and expedites decision-making. A modern content services platform can be the key to unlocking speed and efficiency while improving transparency and public trust.

The latest evolution in document management, an enterprise content services platform focuses on content management, governance and processing. It offers an integrated, configurable suite of content-related services, microservices and digital tools that support use cases across the department or agency. Some of these tools include:

- **Automated capture** — Electronically capture and access documents from wherever staff are located — in the office, working remotely or from the field. Whether documents arrive as paper, email attachment or image format, the system extracts the relevant information and increases accuracy by minimizing human error from manual data entry and intervention.
- **Central, secure repository** — Manage all content online via a safe, centralized platform, enabling employees to access information from anywhere and from any device. This reduces paper usage and manual processing time and frees up staff for value-added activities that align with your agency's core mission.
- **Integration with legacy systems** — Transform processes without replacing existing infrastructure or experiencing extended downtime. By integrating digital capabilities with existing systems, employees can perform their work more quickly, accurately and efficiently with less of a learning curve, and agencies can maximize return on investment.
- **Low-code and configurable capabilities** — Adapt and configure functionality to meet your agency's specific needs — now and in the future. Low-code application development enables easy deployment of solutions specific to your use case and requirements. The system supports configuring mobile access, constituent portals and automated customer communication management that allow constituents to easily interact with your agency using their preferred channels.
- **Cloud migration** — Provide employees secure, scalable access to critical information when and where they need it by migrating content to the cloud. Hosting agency documents in the cloud enables 24/7 information access and supports business continuity with real-time data availability. Leveraging the cloud also enables scaling up or down to accommodate evolving business needs and reduces data security risks.



Modern content services are the key to accelerating a digital government for the benefit of all stakeholders. With more engaged employees providing superior service to satisfied citizens, delivering on your agency's mission is within reach.

### HIGHER ENGAGEMENT DRIVES EXCEPTIONAL MISSION DELIVERY

A modern enterprise content services platform delivers numerous operational and engagement benefits to the people who interface with it — your employees and the citizens they serve — and can positively impact mission delivery. By deploying a modern platform, your agency can accelerate the path to digital government while reducing costs and increasing productivity.

With more responsive channels to interact with your agency, citizens feel better supported. Engaging with agency staff when, where and how they want enables citizens to cultivate deeper, more meaningful experiences that improve satisfaction in your service delivery and trust in your organization.

Additionally, your employees are fully equipped to deliver faster, more accurate and more efficient services at their preferred location instead of frustrating, unproductive work from the confines of one office during hours of operation. This can translate to happier, more fulfilled, engaged employees who provide higher-quality service in alignment with your agency's mission.

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