

# Building Government for the 21st Century

Embracing Modern Technologies to Engage with Constituents



# How Government Can Connect with the Modern Citizen

Commercial organizations understand the importance of digital to their business. Social, mobile and cloud technologies are ubiquitous to the daily lives of their customers and their success.

Consumers demand user experiences that are digital by design, mobile first, and highly personalized to address their particular needs.

Government is no different. The more digital engagement becomes ingrained in modern culture, the more important it becomes for government to meet the expectations of citizens accustomed to immediate, responsive access through digital tools.

## It's time for government to catch up.

To reach today's hyper-connected citizens, agencies need to adopt the same mindset. They must embrace innovative platforms and modern tools to deliver appealing, innovative services while also offering parallel solutions to those lacking digital access.

## A Digital Kickoff

Today, government agencies must meet and engage with their constituents across all devices, channels and platforms, as well as through social networks and intelligent bots. People expect it, and the 21st century demands it. Here's how to start:



Establish leadership and set goals; identify your constituents' digital needs; understand your organization's technical capabilities and budget; collaborate and communicate – across teams and departments.



Orchestrate personalized interactions with each and every constituent across multiple channels and devices.



Create government services and solutions that are accessible anytime and anyplace. Social media is a great place for government to meet those needs effectively.



Implement a strategy using a single, unified and standards-based platform to prevent data silos and fragile point-to-point integrations. While constituents likely won't notice when their experience is a successful and hassle-free one, they will notice when it is not.

# Artificial Intelligence Offers New Ways to Engage Citizens

Recent advancements in machine learning and the convergence of compute power and big data are bringing artificial intelligence (AI) into the mainstream. For instance, a 2016 Oracle research report notes that 78% of large consumer brands expect to use virtual reality tools by 2020, and 80% will use chatbots for customer interactions.

AI in the form of self-driving cars and smartphone digital assistants has grabbed the public's attention. And when incorporated into business applications, machine-learning capabilities like voice recognition promise a range of benefits, from improved productivity to fraud detection, to better understanding customer sentiment and more.

AI is transforming every facet of every industry, and government is taking notice. But to create a digital government, it's not enough for agencies to put their content online and expect citizens to find what they need. Instead, agencies should, at minimum, personalize messages and create one-on-one interactions through online, social and virtual personal assistants.

Because government agencies have at their disposal valuable repositories of public data, AI-powered apps can perform higher-order tasks typically performed by knowledge workers. For instance, using functionalities in Facebook, constituents can send a message directly to the White House. Agencies within the National Institutes of Health are investigating how to use smart bots to encourage the public to quit smoking with on-screen support in real time. Government has begun to use technology to meet people where they already are in their daily lives- on a smart phone, tablet or computer, but more can be done.

## Chatbots in Government

Areas and scenarios within the public sector where chatbots can help provide answers:

- When will I get my financial aid?
- What types of jobs are available in my area?
- Where can I find housing assistance for someone who is HIV positive?
- I'd like to pay my parking ticket.
- What time is the next bus?
- What events and tours are taking place at the National Archives today?
- What energy-saving tax credits are available to me?
- Show me any recalls on items I've purchased within the past 90 days.
- What national parks are in my state?
- I'd like to apply for social security benefits.
- What's the status of my tax refund?
- What are the symptoms of the Zika virus?







# Prepare for Digital Transformation

## Engagement Tailored to the Needs of Each Customer

Whether government organizations are just beginning to embrace digital or are looking to refine current approaches, they can benefit from these five steps:

1. **Establish leadership and set goals.** Creating a digital center of excellence is a good way to implement an integrated and collaborative digital strategy.
2. **Assess digital readiness.** Drill down into the existing constituent base to define the prime users, how they interact with the agency in question – now and in the future.
3. **Identify key characteristics.** Learn to deliver services quickly through the platforms constituents want and use and then go about providing exceptional customer experiences within these platforms.
4. **Understand key technology requirements.** Discover what enterprise and digital technology investments are required to deliver the desired end-to-end digital experience. With input from the CIO, establish a roll-out plan and then communicate it to end users, providing any needed training.
5. **Drive collaboration.** A cross-functional effort among departments enables consensus and ownership of key digital initiatives. A single, standards-based platform can help speed deployment time and eliminate siloed work efforts that can ultimately confuse the user and fracture their experience.

# Engage Your Constituents

People want access to services and solutions anytime and anyplace. The same goes for government users. Engagement by way of social media and intelligent virtual assistants empower constituents with the ability to learn, share, interact, and let their voices be heard – all in real-time.

To plan for success, government agencies should consider using digital engagement to:

- **Establish a reputation of excellence.** By leveraging social platforms like LinkedIn and Facebook, government agencies can highlight positive messages, promote innovative campaigns, and gather feedback about initiatives and concerns.
- **Better serve constituents.** By adopting digital technologies like Twitter, government agencies can balance responsiveness and contain costs – while improving citizen services and becoming more responsive to citizen demands.
- **Empower employees.** Like the constituents they serve, government employees are embracing digital technologies, and their managers should tap into this familiar environment to motivate their teams.



# Deliver Digital Transformation with Oracle Solutions

The foundation of true digital transformation starts with a unified solution. Oracle offers an integrated suite of cloud-based solutions and products to help agencies enable their customer service engagement plan.

It begins with the Oracle Customer Experience Cloud, which connects processes and constituents with one mobile, social cloud strategy. A single, standards-based, connected platform helps eliminate data silos and fragile, point-to-point integrations found with other platforms and piecemeal solutions.

The Oracle Customer Experience Cloud offers the following specialized tools to help modern governments optimize citizen service delivery and enhance customer communications.

## Oracle Service Cloud

Constituents expect to find answers and solutions quickly with access to services anytime, via any channel and platform. Oracle Service Cloud helps serve users where and how they want and as efficiently as possible, so agencies can:

- **Understand constituent needs.** With an integrated view of constituent interactions across channels—including social media—agencies can resolve issues on first contact anywhere, anytime.
- **Solve problems.** Better serve customers and lower costs with knowledge management, self-service, and click to chat/call.

## Oracle Social Cloud

In social media, constituents express their opinions and guide others' perceptions. To capitalize on these interactions, government agencies need a plan. Socially enabling an organization with Oracle Social Cloud can help:

- **Gain insights.** Manage perception by listening to relevant conversations and taking action.
- **Use social networks.** Increase citizen engagement by using social networks to publish content and address questions and concerns on the platforms they visit most often.



## Oracle Mobile Cloud Platform

Many government services are delivered in the field, requiring face-to-face interaction with constituents. Oracle Mobile Cloud Services enables agencies to:

- **Reach every citizen.** Establish an enterprise mobile strategy using innovative tools and services, including artificial intelligence.
- **Connect everything.** Agencies can integrate internal or third-party apps to back-end systems and services to secure front-end enterprise information systems. By doing so, agencies regain control of user experience and insights.





## Oracle Marketing Cloud

Modern governments must develop one-to-one constituent relationships across all channels, all while improving efficiency within tighter budgets. With data-driven accountability, Oracle Marketing Cloud delivers content in context, so agencies can:

- **Engage your audiences.** Extend citizen reach with always-on multi-channel/social outreach, and dynamic, personalized engagement.
- **Know your constituents.** Increase education by personalizing customers' experiences and nurturing them based on their digital profile.

Using new intelligent bot capability built around Oracle's best-in-class solutions, Oracle Customer Experience Cloud delivers a complete customer experience solution for the public sector, enabling organizations to differentiate themselves across all channels, touch points, and interactions.

For more information about how agencies can offer constituents a modern government, visit [cloud.oracle.com/public-sector](https://cloud.oracle.com/public-sector).



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