

Creating a Better Citizen Experience with Government on Demand



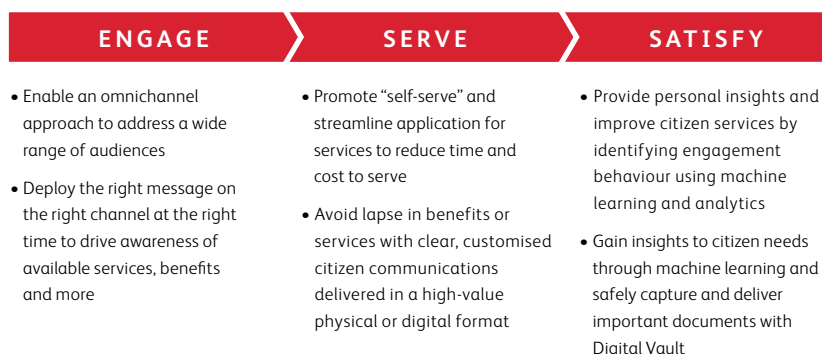
Citizens are tech-savvy. And they expect government to be too.

They want personalised experiences, instant access to their information, relevant communications and support delivered in the ways they prefer. But the government ecosystem is complicated, compartmentalised and confusing. Resources are stretched. Processes are slow. And in many cases, the technology that's supposed to make it all easier gets in the way.

WE'VE REIMAGINED A NEW AND IMPROVED WAY TO SERVE CITIZENS IN A MODERN ERA

It starts with a long view of the citizen journey. We identified what processes could be streamlined, and how to make them more secure, so government employees are free to focus on what matters most: serving citizens.

SERVICES FOR PUBLIC SECTOR TRANSFORMS CITIZEN COMMUNICATIONS ACROSS KEY PHASES IN THE JOURNEY:



An always-on world demands the efficiency of government on demand. Our suite of services leverages leading-edge technology to empower your people and create a consistent, improved experience for citizens.



67% of people prefer to access government services online instead of on the phone or in person.

Source: GovTech study in partnership with Xerox



50% of citizens would feel more trustful of government agencies if they communicated more about how specific innovations would improve individuals' lives.

Source: Accenture.com

A personalised conversation designed to improve satisfaction and reduce costs.

Citizen experience is everything. And everything you do affects that experience. Services for Public Sector can help ensure your processes are in sync with your citizens' needs for consistent, engaging, personalised and positive interactions across every channel, touchpoint and interaction.



CITIZEN ENGAGEMENT

Our services and platforms ensure the right message is deployed via the right channel at the right time. Targeted conversations in the channels citizens prefer drive citizen engagement, improve response rates and build lasting trust. Keep citizens empowered, engaged and informed by auto-sending them personalised reminders, updates and information on the availability of services.

CITIZEN/BUSINESS COMMUNICATIONS

We make communicating simple and customisable. Whether citizens are receiving information on events, appointment reminders or delivery updates, any of these services can be done physically or digitally, in the channel of their choice.

CASE STUDY

Helping a European country government agency drive benefit awareness by delivering clear, high-value citizen communications.

We reduce the complexity and volume of benefits communications to citizens using intelligent document design. This resulted in:

- Three separate mail processing and scanning services for increased efficiency
- Reduced number of citizen communications while increasing the impact of each communication
- Delivered cost benefits exceeding 19% of annual communications spend, translating to over £1.5 million

Faster access to information with less friction.

Government leaves no room for inefficiencies, redundancies or roadblocks. Automation, workflow tools and technology can improve productivity and enhance service delivery. Our services are designed to free your resources to focus on your constituents.



INBOUND APPLICATION PROCESSING

Simplify the “self-serve” application process with streamlined information capture, data extraction and validation – followed by an optimised integration into workflow automation core back-office systems.

WELCOME PACK CREATION

Make your own custom welcome pack through the physical or digital channel of your choice, with all the information you’d need to understand the service requested or event experienced. This includes processes such as new birth registration, new business registration, or a request of adult or child services.

SMART TRANSACTIONAL COMMUNICATIONS

Streamline communications with an omni-channel approach to transactional messaging, with optional custom promotional messaging.

CITIZEN CORRESPONDENCE MANAGEMENT

Keep communications organised and under control with Citizen Correspondence Management. This service centralises the capture and delivery of physical or digital messaging and provides a consistent quality experience for all customer interactions.

HUMAN RESOURCES

Streamline the office with automation technology. Processes from new hire onboarding to documenting to back-office procedures can all be automated to reduce time and expenses.

CASE STUDY

Helping a county borough council in the UK improve the quality of life for their residents during the pandemic.

Staff needed a way to send critical information to citizens quickly and respond to requests for service safely. In less than 10 days, we delivered a solution to process inbound mail and equip home-working staff. This led to:

- Faster response times because inbound citizen communications were automatically made available online to staff
- Uninterrupted service and print and digital output was guaranteed
- Better accessibility, security and compliance of internal and external communications

Tie it all together for your citizens and your teams.

Services for Public Sector integrates with your existing systems to turn manual paper-intensive processes into fast, streamlined, compliant and secure digital ones.



RECORDS MANAGEMENT

Create a digital archive for all current and future citizen records to be stored in one, secure location. Doing so improves response time to requests, ensures automatic compliance with legislation and reduces costs.

When asked what governments can do to improve digital services, protecting citizen data was the number one response, with 70% of citizens citing data security as very important.

Source: GovTech study in partnership with Xerox

CITIZEN INSIGHT

Provide personalised insights and more accurately suggest next actions by integrating machine learning into citizen interactions and services.

MARKETING COMMUNICATIONS

Securely manage all printed and digital communications with content management and version control. This ensures their legal compliance and consistency, all while placed from the point of need.

CASE STUDY

Helping a Department of Public Welfare transition from paper-based tasks to time-saving secure digital processes.

We digitised and stored all case files for faster searching and enhanced protection. With a streamlined workflow, case workers were able to gain control over large amounts of documents, which resulted in:

- 90% reduction in case processing time, so programme applicants were able to receive the assistance they needed sooner
- Cost savings with 80% of staff work saved per month
- Better protection of sensitive citizen information, with 3 million documents securely stored

Painless, paperless claims processing for Oklahoma Employment Security Commission.

“The Xerox DocuShare team enables us to come into the 21st century. It helps us to meet performance indicators – which drives our funding – and better serve our customers. It's changed the way we do business.”

– Jerry Petcol, Division Director of Unemployment Insurance, Oklahoma Employment Security Commission



ABOUT THE OKLAHOMA EMPLOYMENT SECURITY COMMISSION

The Oklahoma Employment Security Commission (OESC) strives to provide employment security and promote the economic well-being of Oklahoma. They have an office in the capital complex, two large call centres, 29 local offices and 450 staff members that are completely dedicated to meeting the needs of employers and residents.

CASE STUDY SNAPSHOT

The Challenge

- Process hundreds of unemployment insurance claims daily.
- Documents were stored in multiple locations with no tracking process.
- Misplaced and incorrectly filed records made claims processing a logistical nightmare.
- Storage space was at a premium.
- Travel between offices required the ability to access files remotely.

The Solution

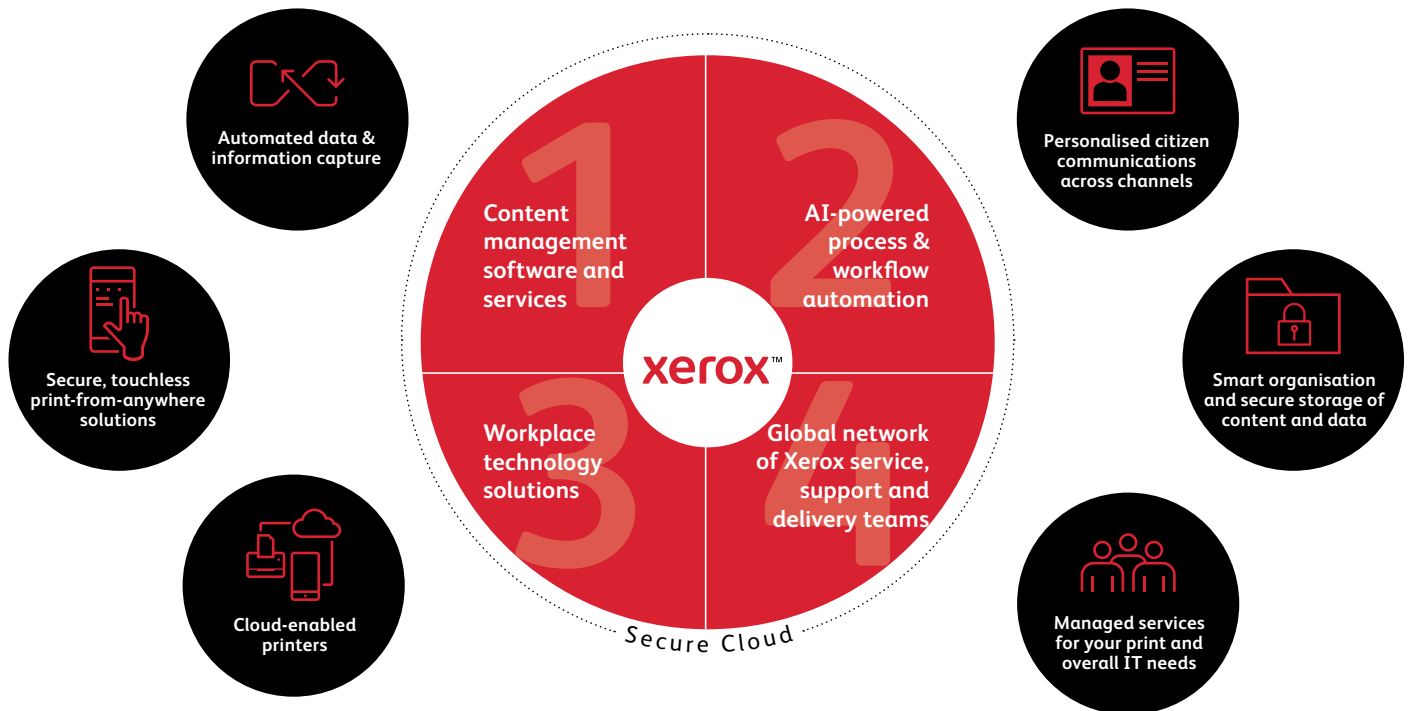
- Delivered an end-to-end solution capable of digitising, storing and processing millions of files.
- Xerox® DocuShare® Content Management Platform backed up the paper files and became the claims filing system.
- Applicants file their initial claims online and a notice is automatically sent to the employer.
- Claim files with issues are automatically flagged and adjudicators are notified via mail.

The Results

- Millions of files digitised and stored within OESC's DocuShare® servers.
- Complete elimination of paper files.
- Faster, more efficient claims processing.
- Automated claim issue workflow, enabling adjudicators to receive and process claims more quickly.
- Reduced 50 four-drawer filing cabinets down to just one.
- Overall 20 to 35% jump in productivity.

The Xerox Ecosystem: Connect, Communicate, Transform

We take a holistic approach to improving the citizen journey from beginning to end. Our technology ecosystem is built around four core capabilities to enable a secure, connected, responsive and scalable workplace – all enabled by our secure cloud infrastructure.



Xerox® Managed Print Services

We use comprehensive security, analytics, digitisation and cloud technologies and software to deliver a more seamless work experience across paper and digital platforms.




Xerox® Capture & Content Services

Xerox® Capture & Content Services automatically ingests multichannel data to feed to downstream processes – making it easy to capture, digitise, archive and access paper and digital documents quickly and efficiently.



Xerox® Accounts Payable Services

Evolve the way you manage accounts payable and receivable. Xerox® Accounts Payable Services is a package of capabilities tailor-made to simplify back-office operations from automated processing to full e-invoice management.




Xerox® Digital Hub & Cloud Print Services

Xerox® Digital Hub & Cloud Print Services delivers a fast, cost-controlled way to design, produce and deliver a variety of on-demand digital and printed materials through a web storefront.



Xerox® Campaigns On Demand Services

Xerox® Campaigns on Demand Services makes it easy to create, manage and deploy campaigns with proven results.



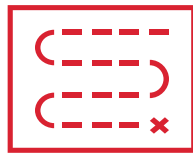
Digital transformation is an ongoing process. Our four-phased approach gets you where you need to be today and ensures continuing progress tomorrow.

XEROX® SERVICE DELIVERY APPROACH



DISCOVERY

- Understand the challenges from both internal and external influences that may be inhibiting change
- Establish current state, explore process, structure, channels and listen to citizens



ANALYSIS AND MAPPING

- Map the citizen journey; establish opportunity to scale, optimise and transform



DESIGN

- Develop solutions that innovate the way people work with process and technology
- Plan change at an individual level throughout the organisation



DEPLOY AND OPTIMISE

- Roll out target operating model and employee engagement programme
- Revisit solution looking for incremental improvement and scalability

Government on demand at your fingertips.

Let us put our industry experience and technology expertise to work to free up your employees, improve citizen services, lower taxpayer costs and drive more positive experiences.

Learn more at xerox.co.uk/servicesforpublicsector.