

# Creating a Better Citizen Experience With Government on Demand



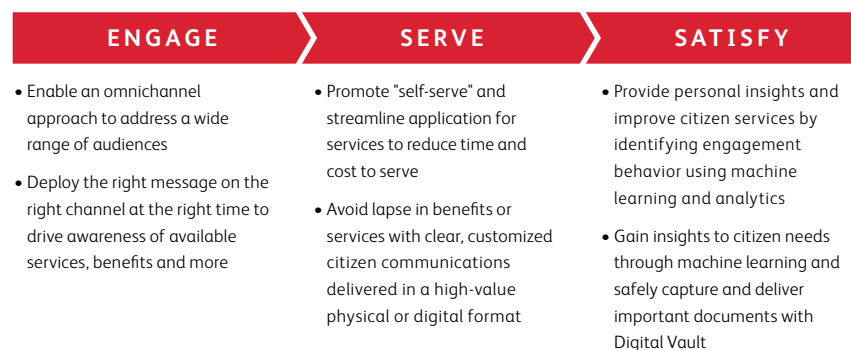
# Citizens are tech-savvy. And they expect government to be too.

They want personalized experiences, instant access to their information, relevant communications and support delivered in the ways they prefer. But the government ecosystem is complicated, compartmentalized 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 GOVERNMENT 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

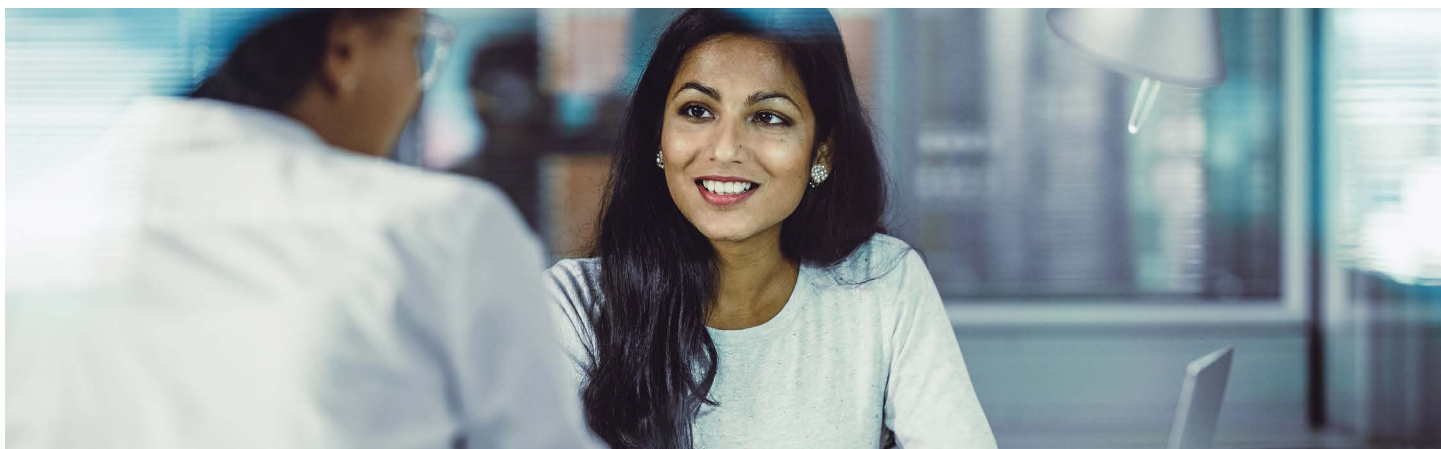


**50%** of citizens would feel more trustful of government agencies if they communicated more about how specific innovations would improve individuals' lives.

Source: Accenture.com

A personalized conversation designed to improve satisfaction and reduce costs.

Citizen experience is everything. And everything you do affects that experience. Services for Government can help ensure your processes are in sync with your citizens' needs for consistent, engaging, personalized 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, improves response rates and builds lasting trust. Keep citizens empowered, engaged and informed by auto-sending them personalized reminders, updates and information on the availability of services.

#### CITIZEN/BUSINESS COMMUNICATIONS

We make communicating simple and customizable. 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 optimized 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 organized and under control with Citizen Correspondence Management. This service centralizes 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 Government 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 an 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 personalized 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 digitized 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 program 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 centers, 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

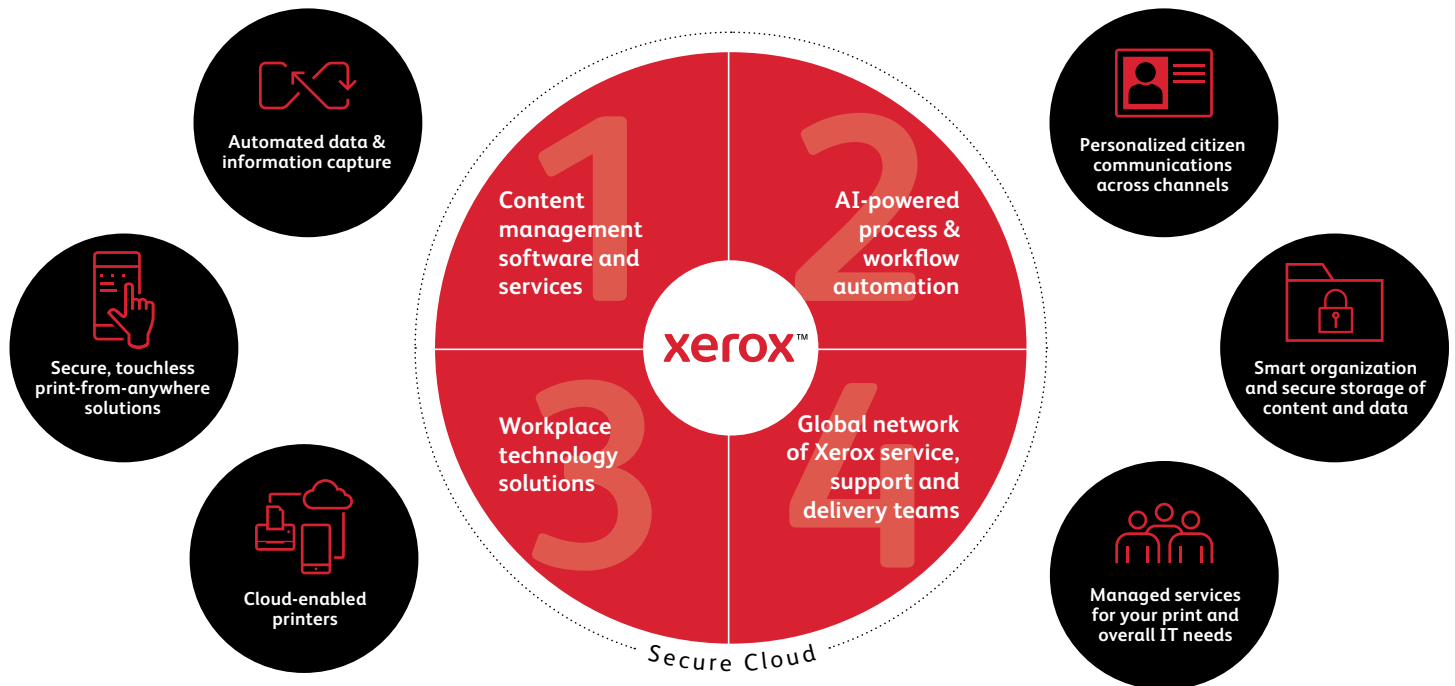
- Delivered an end-to-end solution capable of digitizing, storing and processing millions of files.
- Xerox® DocuShare® Content Management Platform backed up the paper files and became the claims filing system.
- Applicants file their initial claims online and a notice is automatically sent to the employer.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

### The Results

- Millions of files digitized 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 file 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, digitization 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, digitize, 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.



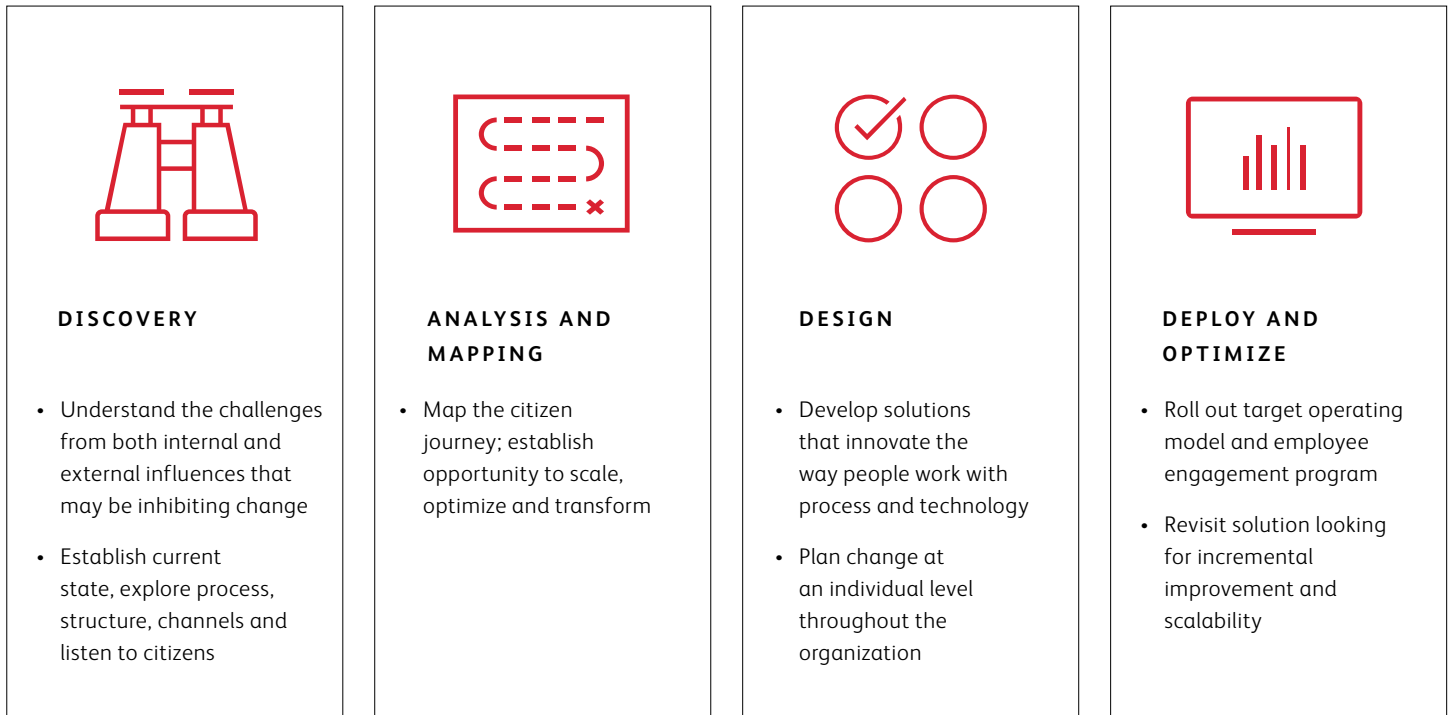
**Xerox® Campaigns On Demand Services**

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**



**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.com/ServicesforGovernment](https://xerox.com/ServicesforGovernment).