

# How Government Can Digitally Transform Citizen Services Through Constituent Case Management

By Jason Adolf and Brian Chidester

Global, private-sector businesses are embracing digitalization and most consumers now expect a certain level of efficiency that comes with it. Many companies and organizations that have been slow to innovate have severely jeopardized their customer experiences and subsequent relationships.

In the past, the company would dictate the times that they were open for business, and customers had to act accordingly. Technology has completely changed that. With the introduction of mobile phones and applications, customers can access information and services at any time. This has raised expectations on what is acceptable customer service and what is not. Private-sector organizations have understood that they must keep up with the changed consumer behavior or be out of business.

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Today's government agencies are under the same intense pressures to increase their standard of service to their constituents, and the same technology revolutionizing customer experiences within the private-sector is playing a large role in that. The combination of mobile devices and sophisticated business-to-consumer digital services has affected customer expectations well beyond retail. Citizens increasingly see themselves as government's customers and are frustrated by the lack of responsiveness and accessibility they encounter. They want to communicate online via interactive web sites, mobile apps, e-mail, and text alerts.

Moreover, they expect consistency across all these channels. They want to be able to access their case histories and rely on agencies to track their interactions. The bottom line is that everyone wants faster resolution of inquiries and benefits determinations.

Social, mobile, cloud, and data technologies also open up a whole new world to agencies often limited by policy challenges, and it is already driving innovation in government. The Obama administration's [Executive Order](#) helped bridge some of that gap as it urged agencies to advance into the digital age by offering "popular lower-cost, self-service options accessed by the Internet or mobile phone and improved processes that deliver services faster and more responsively, reducing the overall need for customer inquiries and complaints."

The new White House's Office of American Innovation, has among its primary missions, to improve citizen services as it works towards modernizing the Federal government. It is attempting to unleash the creativity, innovation, and agility seen within the private sector to provide citizen services in a way that has never happened before. The hope is that by modernizing these systems it will meaningfully improve the lives of Americans across the country.

An enterprise case management system can help agencies move toward end-to-end digitalization.

## **MANAGING LESS BUDGET WITH MORE INNOVATION DEMANDS**

As government IT reinvents itself, an enterprise case management system will play a powerful role in establishing more interactive and productive relationships with the public. The digital era brings with it an unprecedented amount of data in a dizzying array of formats. Data can not just be collected, stored, and retrieved; it requires indexing, integrating, searching, analyzing, and sharing, all while adhering to privacy and security regulations.

To improve transparency, it's important that citizens feel they can monitor the progress of their requests to government officials and have a simple way to contact an employee if they have questions. These services could be easily provided through an app, which can act as a hub to house each request and connect a constituent to the right person or department. Not only do these channels help communication, they also reduce wasted time for the front-line workers who work directly with external constituents and stakeholders.

Another variable to add to this equation are budget restraints which create another strain – the relentless push to do more with less. CIOs know that major infrastructure overhauls with legacy systems are too slow, costly and fraught with risk. With all of these nuances involved, Federal IT departments, along with acquisition teams, seeking to procure a case management solution, are under immense pressure to stay within a constrained budget, but also ensure alignment with their organizational IT modernization efforts. They are looking for easily deployed solutions that will adapt to frequent changes in politics, business and technology.

Here is where Appian's experience and expertise can drive substantial and positive change for your organization. Increasing the value of an agency's digital citizen services and meeting the expectations that today's consumer technology creates, while also overcoming bureaucratic limitations are primary challenges for many public-facing agencies and can be quickly and efficiently addressed with a dynamic constituent case management solution. Built on a cloud-based platform, Appian's case management Accelerator will allow your agency to adapt as quickly as technology changes.

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### **ACCELERATE YOUR CITIZEN SERVICES MODERNIZATION**

Being able to deliver a seamless, multi-touch experience is the key to successful constituent case management. In today's landscape, in both public and private sector, it is no longer just 'ask and answer' phone interactions. Delivering high value services tends to be an extended interaction. Government agencies are being asked to manage complex business processes and deliver the right outcome on the first touchpoint.

However, the ebb and flow of agency mission change and new program delivery is a reality that every information technology (IT) department in government has to face. With every new program, IT is already behind before the ink is dry on the new program rules.

This demand for agency efficiency, while continuing to keep up with the technology that constituents demand, requires a highly agile, flexible, secure, and on-demand platform to respond to their specific needs.

The Appian Accelerator for Constituent Case Management streamlines the procedures for processing external and internal correspondence, and provides transparency into inefficiencies, bottlenecks, and overdue tasks to optimize constituent communication.

The application is built on an agile platform that can be deployed in the cloud, on-premises, or in a hybrid model, and the platform is low-code, requiring less intensive development resources. Further, as an aPaaS (application-Platform-as-a Service) offering, Constituent case management can be updated and expanded incrementally. The ability to test upgrades and new processes without disrupting the course of organizational productivity is essential to government agencies, most of which provide critical services to large populations.

Appian also understands that an enterprise constituent case management solution is often one of the core information systems for your Federal agency, and can be used by a multitude of users in different departments and groups. Bringing the parties together in a collaborative workspace, where everyone knows their specific tasks, can greatly enhance the efficiency of the staff and the quality of the work that is generated.

In today's highly-demanding government landscape, the stress of bringing an application into an agency environment and assuring continuing quality needs to be lessened. In doing so, Federal agencies must shift their focus to improving the end-to-end customer experience. The priority for these agencies no longer lies in increasing the number of constituents who use their services, but rather improving and streamlining their overall experience. Appian can do this for your organization.

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## REPORT AUTHORS



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