



SITECORE

Personalising the citizen experience

How government can deliver citizen-centric experiences with Sitecore® Experience Platform™





Government

Both local and national governments and agencies have made huge progress in delivering services to their citizens across digital channels, helping them find what they need faster. This has resulted in efficiency and savings for governments, reducing their reliance on contact centres and face-to-face interactions. Many government agencies are now designing or offering services that are digital-first.

As the digital landscape continues to evolve, citizens expect to be able to access government services in the same useful, convenient way they can access brands that are driving their everyday customer experiences. Here are four areas to consider when delivering the citizen experience.

Do it all

Citizens want to do as much of their interaction with government organisations as possible via digital channels. But if government services are not available when and where they expect, users reach a friction point in their journey. This elevates the risk that citizens will seek solutions elsewhere or feel unfavourable about the service. Customer experience needs to be designed from the start with digital journeys in mind – not retrofitted with online delivery added as an afterthought. Digital experience platforms (DXP) help integrate business systems and design, enabling organisations to deliver a complete customer experience journey.

Manage multichannel

Citizens increasingly rely on their digital devices, and as we've seen with in current times, it's imperative that citizens can rely on digital interactions. It's vital that government services are accessible regardless of the device used. If the experience is poor through one device, it cannot be assumed that a citizen would try again on their another device. A DXP helps ensure that websites are responsive and adapt to devices, and are equipped with the technology to recognise users and serve up relevant content that meets their needs.

Engage more

Much of the interaction between citizens and government agencies remain transactional, or focuses on simply assisting with informational requirements. To create a deeper, more effective relationship with citizens, it starts with understanding of the needs of your constituencies. DXPs can achieve this by identifying behavioural data about your audience based on their interactions on the website, and use the data to personalise the experience offered—for

instance, offering support and services tailored to specific life stages, such as early childhood education. Personalisation empowers organisations to serve up the right content to the right person and guide them along their journey.

Build trust

Many government services require the collection and use of sensitive information from citizens, such as healthcare or taxation data. And citizens must be absolutely assured that all applicable legislation is being adhered to when using government websites. Agencies must be upfront about data usage and collection, give citizens the option to control and amend their data where possible, and show how their data helps ensure that they are better served.



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Sitecore Experience Platform

Your citizen experience solution

Create unmatched citizen experiences with Sitecore Experience Platform. Sitecore empowers you to maintain a unique conversation with every constituent, serving up information that meets their needs. You can engage with your citizens wherever they are and whenever they need you, providing secure, consistent, and satisfying experiences.

Sitecore enables you to control data in a single location while collecting data from any connected source, so you maintain privacy regulations. Sitecore XP is equipped with Sitecore® Experience Database™, the cloud-ready, big-data repository that eliminates data silos, giving you a 360-degree view of your customers. It's designed for maximum scalability, meaning that you can easily adjust to changes in citizen demand.

Sitecore AI increases the power of Sitecore XP as the first solution to deliver automated personalisation. Analysing your customer behaviour data, Sitecore AI automatically identifies visitor trends and determines the best content to continuously optimise the digital experience. You're able to view why and how Sitecore AI makes personalisation decisions to interpret insights and share with key stakeholders.

Power world-class personalisation at scale

Sitecore delivers a digital experience platform that empowers the world's smartest brands to build lifelong relationships with their customers. A highly decorated industry leader, Sitecore is the only company bringing together content, commerce, and data into one connected platform that delivers millions of digital experiences every day. Leading companies including American Express, ASOS, Carnival Cruise Lines, Kimberly-Clark, L'Oréal and Volvo Cars rely on Sitecore to provide more engaging, personalised experiences for their customers.

Learn more at [Sitecore.com](https://www.sitecore.com).

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