Choosing a customer journey management solution
for government agencies

Your handy guide and checklist on what to consider

Introduction

This guide aims to give you a general understanding of common challenges in the public sector, how a customer journey management solution can help solve these problems, and what to consider when investing in a solution for your organization.

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- Common challenges in the public sector
- The top priorities for the public sector
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Background

The Covid-19 pandemic has emphasized the need for safer queuing and customer journeys. At the same time, it has become apparent that a move toward virtual customer journey management is needed, which allows service providers to adapt swiftly to fast-changing environments and citizen needs.

Looking beyond the pandemic, the need for digitalization and more integrated solutions is clear, as citizen demands and expectation increase. Investing in a smart customer journey management solution is the way government agencies can adapt to the need for digitalization, while also tackling the most common challenges in the public sector, including poor citizen experience, inefficient operation, and congestion in public offices.

Providing the best possible experience for a range of citizens isn't easy. And it becomes a real challenge when you're faced with skills shortages, higher volume of demands, and increased efficiency targets. All of these directly impact how service providers handle customer journeys, and ultimately, the citizen experience.

In this guide, we will give you an overview of the common challenges in the public sector, how to streamline customer journeys for better service and efficiency, and what to consider when choosing customer journey management solution for your organization.

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Common challenges in the public sector

- **More demands** – the volume of demands is increasing and is expected to continue to rise after the pandemic, while public sector decision makers experience more demands on their time than a year ago
- **Skill shortages** – organizations suffer with skill shortages and the need to acquire talent to maintain the level of service needed for their citizens
- **A need to reduce costs** – government agencies face spending cutbacks and the need to reduce costs while delivering and exceeding public expectations
- **Pressure to meet efficiency targets** – digital transformation managers are under stress with the ever-increasing demands to improve the efficiency of their organization
- **Increasing and changing public expectations** – increasing public expectations are putting organizations under pressure to provide more services whilst still delivering a good citizen experience
- **Starting the digital transformation** – the need for virtual solutions is growing, while technology is also regarded as a solution for dealing with the other challenges above. However, digital transformation can be difficult to get right and there's a lot of things to consider, like cost, complexity, or being able to provide a service to everyone.

The top priorities for the public sector

To better understand how public service decision makers feel about citizen journey management and the critical challenges they face, Qmatic performed over 600 global interviews across healthcare and public services. According to the survey, here are the significant priorities for the public sector:

- In order to offer a good service to citizens, the public sector is looking to **improve efficiency, simplify and streamline processes,** and **improve service quality**

- Public service decision makers also want to improve citizen flow through services and **reduce complaints or improve feedback**

- **54%** said **citizens are complaining more about waiting or queuing now than a year ago**

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The must-have elements

What matters most to staff and citizens

For staff

For public service decision makers, the must-have elements of citizen journey management solutions are:

- **Managing the workforce based on skillsets** and service demand
- **Access to intelligence** around waiting, demand, and feedback

For citizens

For citizens, they feel that both the ability to **select a service** and **check-in digitally and be notified** with virtual queue management matters most. Citizens also want to be able to **book appointments in advance**, change if required and get notifications.

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Streamlining citizen journey

The key is to streamline the citizen journey while redefining and improving citizen experience. There are some key customer demands that drives organizations to redefine experiences:

1

Save citizens' time

Valuing your citizens' time is of great importance. For example, in Healthcare we have seen that as many as 31% of customers consider changing care provider due to long waiting times.

2

Give control to citizens

The lack of control and unclear, complex services lead to citizens feeling stressed. Citizens today want to feel like they have the power and control over the situation.

3

Provide options they can choose

Having citizens adapt to your processes is not a great strategy in the age of the customer. Citizens expect to have choices in how to engage with organizations.

4

Provide personalized service

Identifying a citizen in the journey allows for a more personalized experience. If you know who you are providing a service for, you can match them to your best people and services.

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Digitalization as the key to improvement

As digital technology becomes more widely adopted and new technologies offer the potential for greater service personalization, public service providers have the opportunity to make changes that dramatically improve the efficiency of service delivery and reduce budgetary pressure.
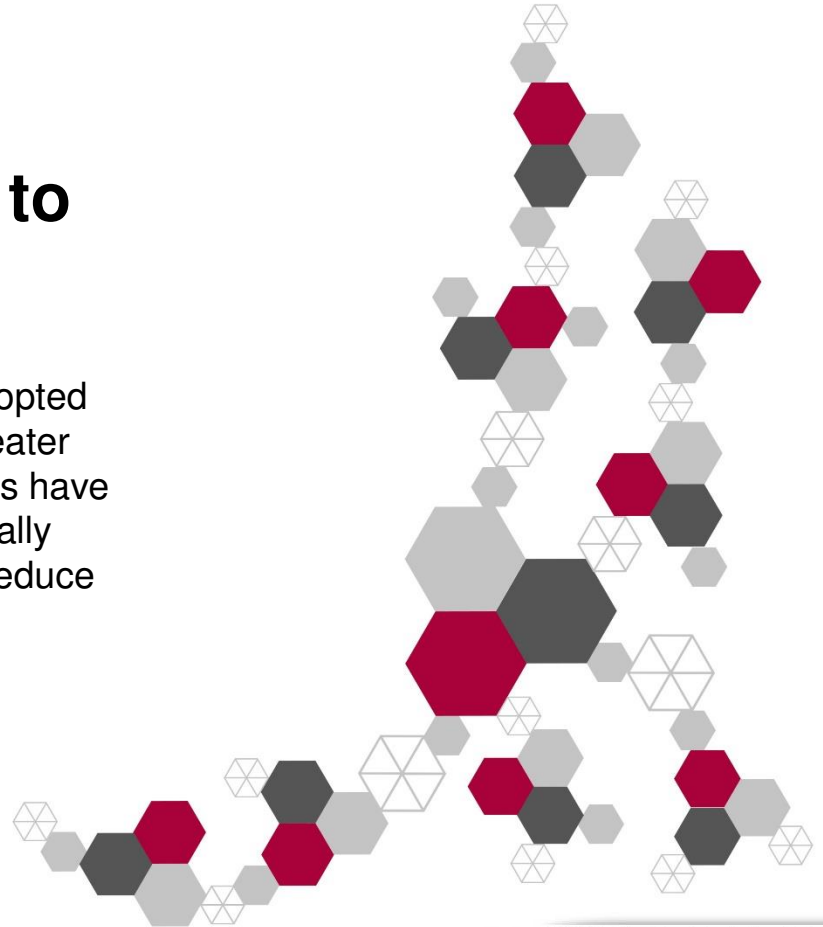
How digitalization with a customer journey management solution tackles the problems in the public sector

Increase efficiency by matching demands with employee levels

Employee levels are matched to volume, so you can virtually move citizens to skilled staff members to complete their journey on a single visit. Staff can handle more demands without added workload, and this improved efficiency have the benefits of saving costs in the long run.

Better manage high volumes of people

With automation and streamlined processes that a customer journey management solution offers, government agencies are equipped to handle higher volumes of demands without increasing the number of staff or the workload of existing employees.

Provide better citizen experience with omnichannel services

By providing various channels that are integrated, citizens can access public services through seamless experiences with greater accessibility, flexibility, and convenience, which ultimately increases citizen experience.

Gain insights through data and intelligence

Real-time management dashboards and reporting can provide a clear view of service demand and quality, as well as citizen feedback and waiting times. This can be used to anticipate peak hours to optimize staff distribution, and get insights on how well you perform to improve your service and operations.

Increase agility and ability to adapt swiftly to changes

Rather than a rigid process or setup planned in advance, a digital solution can adapt to changes swiftly. This allows organizations to keep serving citizens efficiently despite setbacks or changes.

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What to consider when choosing a supplier

The key criteria when selecting a customer journey management supplier:

- Understanding of citizen journey issues and experience of solving them

- Flexible pricing and total cost of ownership

- The ability to engage all stakeholders

- Operational or project management expertise

- Integration support

What to consider when choosing a solution

Here are some important requirements when choosing a customer journey management solution:

1. **Scalable** – the solution needs to be able to accommodate growing demands when your organization or service grows, or when citizen demands expand.
2. **Offers omnichannel solutions** – in the public sector, the wide range of demography may require services in physical and/or digital environments, so it's important to have an omnichannel solution that can cater to the requirements through various channels, without any gaps.
3. **Integrated, from pre-arrival through post-service** – physical and digital channels are integrated seamlessly into existing systems
4. **Collects data at all touch points** – to gain in-depth insights into the service performance, citizen behavior and their experience. This is useful for driving improvements and efficiency.

What to consider when choosing a solution

5. **Ability to match citizen needs with employee skills** – a more streamlined process that connects citizens to the right employee is the key to handle higher demands more efficiently.

6. **Allows third party integration** – many departments will have a range of custom solutions which they will need interact with. The solution needs to be able to handle these, and allow additional third-party features to be built on top if required.

7. **Ability to handle changes without disrupting the flow –** your customer journey management solution should be able to handle both appointment and walk-in visitors, and adapt if someone cancels or comes late.

8. **Easy to configure and possible to personalize the user interface** – government departments are not all the same, and neither are their customers, so the solution should be configurable to manage all the different requirements.

Let us help you

We offer expert consultation and scalable solutions that are ready to implement, easy to use, and deliver immediate results. We also provide complete journey implementation – from experience design and technical deployment to results measurement and analysis. Our ongoing support means we're there for our customers, every step of the way.

Qmatic helps government institutions of all types to get the most value from their resources, without adding to staff workloads. It's easy to manage small environments or complex service provisions with journey management solutions that virtually manage the citizen experience. These give you access to real-time data and gain valuable insights that allow you to drive, control and improve service quality.

Get in touch to see how your organization can benefit from customer journey management solutions.

Talk to an expert