

Public Sector Digital Services

Enabling agencies of all sizes to deliver world-class citizen-centric experiences (CX).

Improving service experiences to citizens, mission partners, and even to other agencies is a goal outlined in the President’s Management Agenda and the Executive Order on Transforming Federal Customer Experience. Agencies are tasked with redefining how they interact with constituents while moving to a hybrid work environment and dealing with staffing shortfalls.

Government customer experiences are often constrained by outdated technology, procedural and technical boundaries between agencies and in-person, paper-based journeys. Government workforce trudges through multi-step, sequential processes that delay outcome and suppresses delivering an outstanding customer experience.

The CX measurement frameworks that have been introduced for the federal government have firmly established a priority related to holistic improvement in the way that government services are delivered.

Unify public sector professionals, processes, and systems on one digital platform

ServiceNow accelerates digital transformation – improving experiences and efficiencies – with a unified data model, packaged low-code workflows, and experiences tailored specifically for government.

- Meet your constituents where they are, via mobile or connected device, email, phone, or kiosks
- Provide self-service options and assisted self-service, powered by AI
- Empower public sector professionals with advance work assignment, contextual workspaces, structured tasks, and natural language based knowledge management
- Increase transparency for everyone in the chain of service delivery

ServiceNow Benefits

Consumer-grade experiences

Make it easier for governments to deliver their products and services with a frictionless digital-first experience.

Accessibility from anywhere

Serve the public outside of government’s walls and hours of operations.

Increased responsiveness

Create a single flow of work across organizational boundaries, reduce cycle times, and maximize automation end-to-end.

Anticipatory service

Gain an end-to-end view into each constituent journey, enabling more proactive interactions while complying with privacy policies.

Improve public trust

Improve public trust through transparency and enabling frictionless experiences along the journey.



Harness the power of government to better serve the public sector

Agencies are rethinking how services are offered and delivered to the public – striving for more availability, accessibility, equity, transparency, and speed. Offering constituents more and better ways to interact with their government improves confidence in institutions and the quality of life in communities.

Essential services—such as requesting disability benefits, managing student loan payments, even requesting a new replacement uniform—should not require time-consuming trips to a service center to submit paperwork. Outmoded ways of engaging with government create challenging and unsatisfying interactions, particularly as these very same individuals are enjoying intuitive, frictionless digital experiences from industry leaders like Amazon, Lyft, and Netflix.

ServiceNow transforms how work flows throughout the organization, breaking down silos and empowering employees with intuitive workspaces and automated processes. Total Experience (TX) improves as the digital engagement layer is supported by a fabric of data and workflow that structures and streamlines work for everyone in the chain of service delivery. Productivity improves, freeing resources to focus more time on the high-touch, high-impact moments that matter. And constituents get what they need faster.

Fuel mission-oriented innovation

Agencies can extend beyond the packaged government case types, leveraging the government data model to create their own workflows with low-code tools. System administrators can nimbly update attributes and configure expanded business rules to meet specific needs. Example out of the box workflows include Licensing Requests, Eligibility Determination, and Asset Management, among many, many more. Once up and running with a new case type or workflow, process optimization tools offer insights about bottlenecks and other process improvement opportunities.

Support hybrid work

Having better tools at work—as well as being able to securely work from anywhere—is a winning combination for the public sector workforce. ServiceNow has the capabilities that governments need to ensure data security in a cloud environment, along with the Next Experience UI that offers personalized, context-driven information and resources that reduce clicks.



Fish and Wildlife works with ServiceNow

The U.S. Fish and Wildlife Service (FWS) issues approximately 65,000 permits annually. Prior to implementing ServiceNow, the agency required citizens to apply through the mail with hard copy checks.

Powered by ServiceNow, the U.S. Fish and Wildlife ePermits is a digital hub that allows people to apply and provide payment for permits for activities.

- Issued 200,000+ permits to date
- Increased efficiencies by reducing manual processes
- Achieved cloud-based adoption goals and used agile business processes



Core Capabilities

Government Data Model: Easily model constituents, their household and relationships; define services offered and received.

Packaged Workflows for Government: Enable governments to launch new services quickly.

Government Services Portal: Constituents make requests from a catalog of services, leveraging digital channels and virtual agent, with visibility to the ongoing status of their requests.

Low-code Workflows: Extend the government case type to execute workflows such as license, permits, and more.

Configurable Workspace: Government service professionals view and manage constituent profiles, create cases and provide full service with contextual support for their work and a simple UI.

Performance Analytics: Provide managers insights into delivery of constituent services using native analytics and dashboards; rapidly build new dashboards and KPIs.

Automation and Predictive Intelligence: Use machine learning to route issues, recommend solutions, identify knowledge gaps, provide guided decisions with contextual recommendations, automate assignments with a simple drag- and-drop interface.

Task Assignment: Route work automatically to the case based upon criteria or affinity; assign tasks to other departments using visual task boards.

Surveys and Dashboards: Measure the voice of the (constituent) customer and generate reports and dashboards on demand.

Service Mapping: Each workflow is mapped to the relevant IT systems that support it. When there is an unexpected outage or planned system maintenance, the right individuals are automatically notified.

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By 2022, half of all digital government key performance indicators will include a citizen/customer experience metric to ensure citizen centric services. //

-Gartner