



NACo Annual Conference 2016

Technology Tools for Engaging Your Constituents

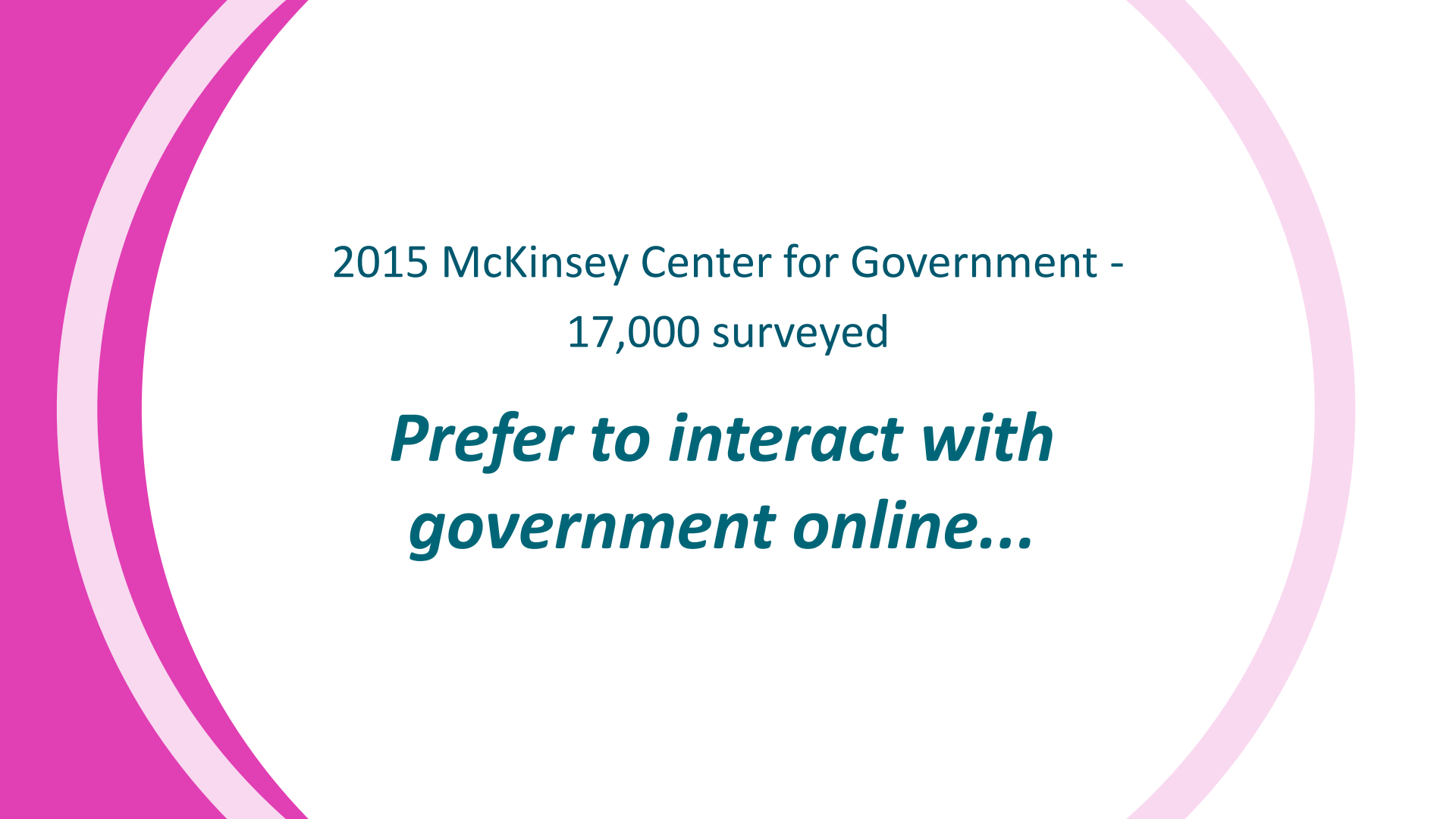
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OnBase[®]
by Hyland

Agenda

- A Tiny Bit More on Constituent Trends
- Reality Check
- 4 Steps and the Tech Tools You Need

Constituent trends



2015 McKinsey Center for Government -
17,000 surveyed

***Prefer to interact with
government online...***



More McKinsey Center findings....

- **Citizens today expect more transparent, accessible, and responsive services, and expectations continue to rise**
- Frustrated by cumbersome or confusing websites
- Often still necessary to speak with multiple parties before their question is answered or their request is completed – “the unneeded journey”

Their advice to you...

Government agencies that skillfully
manage the end-to-end journey report
higher levels of citizen satisfaction...

How to start?

[G]overnment leaders can view services through the eyes of the constituent—this means considering the entire citizen journey...

Where to start?

Front-end initiatives have the most immediate impact on the citizen experience....

BUT, meanwhile...
in your world...

Simplify

Deploy

Less staff

Deliver

Secure

Cut

Centralize

Consolidate

How do you move
forward?

STEP 1

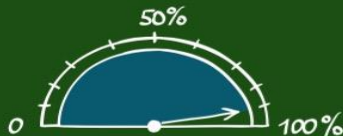
Go paperless

01



DO MORE WITH LESS MONEY AND IN LESS TIME

90%
OF GOVERNMENT
LEADERS BELIEVE
REDUCING PAPER
WOULD SAVE THEIR
AGENCY MONEY.



- ✓ Reduce process times for typical tasks
- ✓ Handle increasing workloads with the same staff

02



REDUCE PAPER



89%
OF GOVERNMENT
LEADERS **AGREE**
REDUCING THE
AMOUNT OF
PAPER IN DAILY
OPERATIONS
IS IMPORTANT.



- ✓ Reduce or eliminate paper
- ✓ Eliminate annual storage costs, file cabinets and paper purchases

03



INCREASE TRANSPARENCY AND OPEN GOVERNMENT

40%
OF GOVERNMENT
LEADERS BELIEVE
**INCREASED
ACCESSIBILITY IS
THE TOP ADVANTAGE
OF GOING PAPERLESS.**



- ✓ Make public documents available 24/7 through Web-based, self-service access
- ✓ Enable employees to go to 1 location to find answers for constituents

04



MEET THE NEEDS OF CONSTITUENTS AND EMPLOYEES

72%
OF GOVERNMENT
LEADERS SAY
REDUCING PAPER
**WOULD ENABLE
BETTER CONSTITUENT
SERVICE.**



- ✓ Reduce in-office wait times
- ✓ Complete field work faster with mobile devices and access to documents

05



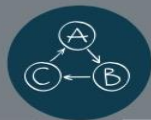
COMPLY WITH MANDATES AND REGULATIONS

ON AVERAGE,
AGENCIES SPEND
260
MINUTES PER DAY
MEETING PUBLIC
RECORDS REQUESTS.



- ✓ Comply with ever-changing public records requirements without adding more storage
- ✓ Reduce filing and constituent wait time for records requests with central records repository

06



ELIMINATE DUPLICATIVE WORKFLOWS

ON AVERAGE,
AGENCIES SPEND ABOUT
1,000
MINUTES
PER DAY **COPYING**
PAPER DOCUMENTS.



- ✓ Eliminate photocopying, filing and printing
- ✓ Eliminate manual data entry with capture tools and electronic forms

STEP 2

Walk the constituent journey



Connecting constituent and staff needs to your tech

- What journey matters most to your constituents?
 - In other words, which processes are important?
- What's their current journey?
 - How would they describe the experience right now?
- What are the internal processes that shape that journey?
 - How long does the process take?
 - What's the experience of your staff in the process?
 - Is more than one department involved?
 - Are there bottlenecks?
 - Are there extra steps?
 - Reporting and transparency?



Connecting constituent and staff needs to your tech

- They prefer to interact with us online....
 - Are we improving self-service channels, proactive notifications and status updates?
 - Have you pursued web options?
 - Have you pursued self-service options?
 - How do handle phone call inquiries?
 - Using messaging, emails or other options to acknowledge and notify?
 - Are we improving the availability, usability and accessibility of information?
 - Active website?
 - Mobile app?
 - Social media

STEP 3

Apply technology

6 Process Points to Consider

Process start?

Start the process on your website, replace paper forms with electronic forms, design the forms with mobile in mind

Work Assignment

Workflow tool, dashboard for assignment, email notifications and timers to keep the process on track

Progress Tracking

Dashboard, paperless routing through workflow, central repository

6 Process Points to Consider

Collaboration

Single repository, simultaneous access

Status Updates

Automate the notification process, emails, texts, portal for constituents

Decision - Process Completion

Automate the notification process, emails, texts, portal for constituents, automate correspondence creation and delivery

STEP 4

Buy the right platform



Checklist of functionality

- ✓ Tools that work with your website, mobile
- ✓ Electronic forms
- ✓ Dashboard to assign, monitor and track processes
- ✓ Workflow for automation
- ✓ Digital repository to replace paper and filing cabinets
- ✓ Electronic notifications, timers
- ✓ Automated correspondence creation, storage



Finance and Administration

- Public Records Requests
- Agenda and Minutes
- Land Records
- Accounts Payable
- Contract and Vendor Management
- Human Resources
- Assessor
- Tax



Planning and Public Works

- Permitting and Licensing
- Plan Review
- Asset Management
- GIS Integrations
- Code Enforcement
- Field Inspections

Health, Housing and Human Services

- Eligibility Determination
- Client and Tenant Files
- Compliance
- Grant and Contract Management
- Child Support Enforcement
- Vital Records



Justice and Public Safety

- Records Management
- Court Case Management
- Jail Management
- Probation
- Public Defender
- Virtual Court Files



Click each icon to learn more

one
platform





Questions?



Thank you!