Scale to handle citizen requests quickly and efficiently

Deliver consumer-like experiences at each touchpoint

Every agency has a mission, which comes with a responsibility to carry out that mission in a way that best serves its constituents. This means when an individual or business needs something from an agency, whether it is a permit, license, visa, entitlements, grants, unemployment benefits, disaster assistance, or other support, it should be easy and fast for them to get answers, check on request status, and receive service.

Unfortunately, many agencies lack the visibility and tools they need to quickly and efficiently respond to all the requests they receive daily or to manage spikes in volume that occur in times of crisis. Agencies find themselves ill-equipped to scale their services to meet citizen expectations. They are hampered by disjointed processes that make it hard to track the status and progress of applications or requests, particularly when cross-agency support is required. Relying on a mix of emails, phone calls, and even in-person visits can obscure transparency and leads to delays and frustration for everyone. ServiceNow® Customer Service Management can change all that.

Unify operations and expand capacity to satisfy citizen requests

Customer Service Management provides a unified platform that connects departments, workflows, and systems to automate processes and expand capacity to ensure agencies can meet citizen expectations. By digitizing all workflows, citizens can find answers to frequent questions and complete common forms and applications straight from a public portal. These self-service capabilities free the agency to streamline and scale the fulfillment of more complicated requests. With ServiceNow, agencies have a single platform to:

- Facilitate collaboration across departments, agencies, and even entities, while ensuring everyone can monitor and track the status of applications from initiation to completion.

- Deliver a seamless experience with omnichannel support, making it easy to keep service representatives and citizens informed to improve satisfaction, trust, and loyalty.

- Provide visibility into each task and communication with complete tracking, reporting, and audit trails for increased transparency and improved accountability.

Find out how ServiceNow CSM helps you improve customer satisfaction at servicenow.com/csm or learn more about ServiceNow solutions for government agencies at servicenow.com/gov.

Industry
Government

Challenges
- Disjointed internal processes delay the fulfillment of service requests leading to frustration and unsatisfying citizen experiences
- Slow and inefficient systems and workflows across departments and agencies mean services can't scale to meet spikes in demand
- Lack of visibility into application status, trends, and audit trails

Solutions
- Customer Service Management
- AppEngine

Results
- Service requests quickly and efficiently with a single platform that digitizes and automates workflows
- Break down silos and automate processes across teams to increase satisfaction and confidence in the agency's ability to carry out its mission
- Improve visibility with comprehensive reporting and audit trails for complete transparency and tracking
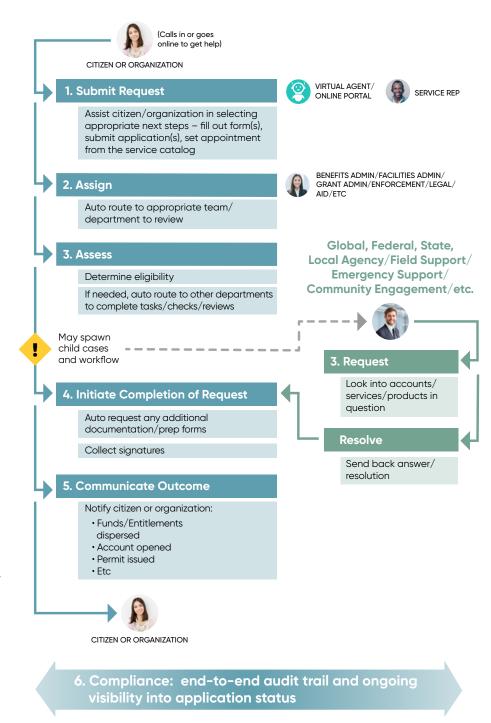
Managing citizen requests

Digitized, guided process that streamlines service requests for an outstanding constituent support experience

1 Submit a request – an individual citizen or business may call, chat or go online to submit an application or fill out a form to request service (e.g., license appointment, unemployment/payment protection program benefits, disaster relief, Medicare claim, entitlements, immigration services, etc.). This submission will automatically create a case, which triggers a digitized workflow. If the request can be completed automatically, a response will be auto-generated, via digital templates, and sent to the citizen; if further action is needed, it will be assigned to the appropriate support staff.

2 Assign – powered by artificial intelligence, the case will automatically be classified and routed to the appropriate team or department to manage and review. All contacts made via mobile, web, phone, etc., and any actions taken, from documentation to approval, will be captured and tracked in the case.

3 Assess – using Knowledge Management, the service agent assigned to the case will review it and take any necessary steps to complete the request. This may spawn additional workflows or tasks, that can be assigned to other departments and even other agencies. The case gives everyone involved complete, real-time visibility into status, so it is clear who is doing what and when tasks are assigned and completed.

4 Initiate completion of request – once all information is collected and all tasks complete, the request can move to completion (if approved). Note, actual completion of financial settlements (e.g., grants, benefits, entitlements, etc.) is typically coordinated by the appropriate back-end financial systems – the case will note the disbursement was initiated.

5 Complete – a communication to the citizen or business will notify them of the answer or completion of request.

6 Provide visibility into application status and end-to-end audit trail – all involved parties can track or get notifications on the status of the application. All data and timelines are included, which makes it easy to audit and report on the current state of cases and track how well the agency is delivering on requests with service level agreements associated with them (e.g., funding in 10 days, etc.).

(Calls in or goes online to get help)

CITIZEN OR ORGANIZATION

1. Submit Request

Assist citizen/organization in selecting appropriate next steps – fill out form(s), submit application(s), set appointment from the service catalog

VIRTUAL AGENT/ ONLINE PORTAL   **SERVICE REP**

2. Assign

Auto route to appropriate team/ department to review

BENEFITS ADMIN/FACILITIES ADMIN/ GRANT ADMIN/ENFORCEMENT/LEGAL/ AID/ETC

3. Assess

Determine eligibility

If needed, auto route to other departments to complete tasks/checks/reviews

Global, Federal, State, Local Agency/Field Support/ Emergency Support/ Community Engagement/etc.

May spawn child cases and workflow

3. Request

Look into accounts/ services/products in question

4. Initiate Completion of Request

Auto request any additional documentation/prep forms

Collect signatures

Resolve

Send back answer/ resolution

5. Communicate Outcome

Notify citizen or organization:
- Funds/Entitlements dispersed
- Account opened
- Permit issued
- Etc

CITIZEN OR ORGANIZATION

6. Compliance: end-to-end audit trail and ongoing visibility into application status

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