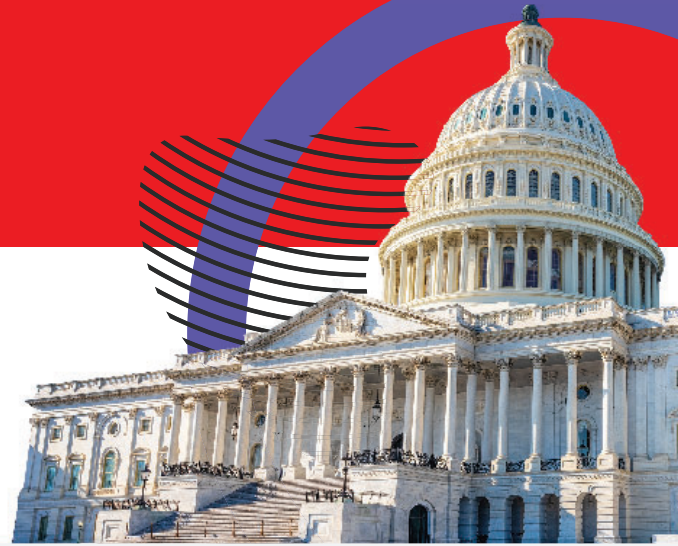# Adobe

Experience-Driven Government
Putting people at the center of government.

What is Experience-Driven Government?

It's government's ability to deliver the right information and service, at the right time, in a person's life journey -- and to do it for everyone across every channel. Our purpose-built strategy helps government extend its digital capabilities, so it's better equipped to engage the public, streamline services, and create modern, connected experiences—online and offline.

What's driving the need for Experience-Driven Government?

Rising public expectations

The public wants personalized, trusted experiences like they get in the commercial sector.

79% expect .gov experiences to be on par with other online services (banking/retail, etc.)[1]

80% say they are equally or more likely to use government services personalized for them[2]

More need for equitable access

Digital services must be accessible to everyone—regardless of their ability, English proficiency or available technology.

1 in 5 U.S. residents speaks a non-English primary language[3]

60% of federal websites are not fully usable for people using assistive technologies.[4]

27% of U.S. adults earning < $30K are smartphone-only internet users[5]

but

45% of federal websites are not mobile friendly.[6]

Federal mandates and guidance

Agencies must comply with 21st Century IDEA and OMB guidance for the seven digital-first public experience pillars:

- Analytics
- Accessibility
- Brand
- Content
- Design
- Search
- Digitization

Takeaway: Digital government must do more to keep pace with public needs.

How does Experience-Driven Government deliver value?

It helps federal agencies meet urgent needs in 4 areas:

1 Deliver accessible, equitable, personalized experiences

- Improve public outcomes with easier access to online services via any device
- Save millions of hours for the public with simpler, more intuitive experiences
- Reduce customer service calls and wait times with improved self-service
- Drive enrollment in vital services with tailored outreach and omnichannel access

2 Improve operational efficiency & reduce administrative burden

- Realize millions in economic impact, time savings and cost savings
- Free up time for higher-value tasks
- Attract and retain skilled and diverse talent
- Reduce costs tied to office visits, high call volumes and paper processes

1,3. Advanis & Adobe Public Services Offering Survey 2021 | 2. Adobe: Moving Beyond the Basics of Digital Government With Personalization |
4. OMB: Why the American People Deserve a Digital Government | 5. Pew Research Center: Mobile Fact Sheet | 6. OMB Fact Sheet: Building Digital Experiences for the American People |
7,8,9. Forrester Total Economic Impact for Public Sector Report | 10. BCG X Salesforce: The Global Trust Imperative Report

3 Better understand the user journey across channels

- Gain a 360° view of each customer's needs/preferences/behaviors
- Use data to personalize experiences in near real-time
- Communicate with users on their preferred channel
- Test, measure and optimize every interaction with the public

4 Build trust & reputation

- Improve customer satisfaction, protect privacy and increase public trust
- Adhere to U.S. Web Design System standard
- Deliver consistent, on-brand content across channels
- Show compliance with 21st Century IDEA, OMB M-23-22, CX EO 14058, and FedRAMP

How is Adobe Experience-Driven Government unique?

Adobe brings best practices from the private sector to create intuitive, tailored experiences in federal government. We uniquely enable..

- **Intelligent content management** that automates content creation, review and approvals— while letting you create once and publish across channels in one click.

- **A 360° customer view**, giving you a holistic view of user behavior to orchestrate a tailored omnichannel experience.

- **Paperless experiences** that improve back-office operations, document workflows and program engagement.

- **Patented data privacy and governance** tools that help the public control their data and give government a secure, actionable view of the right customer information.

Time Savings
31% reduction in application processing time[7]

Cost Savings & Economic Impact
30% IT cost savings over three years[8]

Productivity
33% higher productivity when creating digital customer experiences[9]

Public Trust
87% of customers said a great digital experience would raise their trust in government[10]

## How does Adobe help government become experience driven?

We meet each agency wherever they are in their modernization journey. We'll help you assess your current digital maturity and take progressive steps to become a fully experience-driven organization. Our 5-step framework drives benefits at each stage.

Digital Maturity	Nascent	Basic	Emerging	Advanced	Cutting-Edge
Digital	**Fragmented** Digital tools are not integrated; web portal, if available, has accessibility issues, batch & blast communication, web analytics limited to site visits	**Static** Website has static catalog of services with no personalization or authentication options, one-way personalized outreach, or accessible digital forms	**Connected** Web content can be personalized and managed from central repository; branding is consistent across global site; cross-channel communication is automated	**Tailored** Digital experiences across channels (web, email, offline) are integrated with unified customer profiles, ability to create once and publish everywhere, HTML accessible forms	**Experience-Driven** Single digital portal with proactive, intelligence-driven recommendations; automated 1:1 personalization journeys & intelligent forms

Success Stories
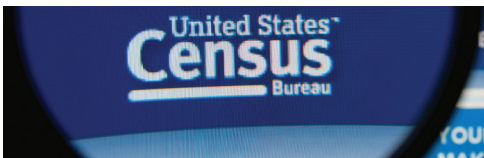
U.S. Census Bureau Teams With Adobe to Launch First-ever Digital Census
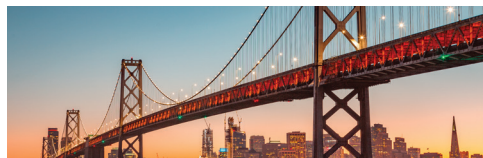
San Francisco Delivers Self-Service Portal to Make Paying Taxes Easier for Citizens and Businesses

State of IL partners with Adobe to power digital transformation

Next Steps

Discover what Experience Driven Government can do for your agency.
Contact us at usagovernment@adobe.com or visit adobe.com/gov.