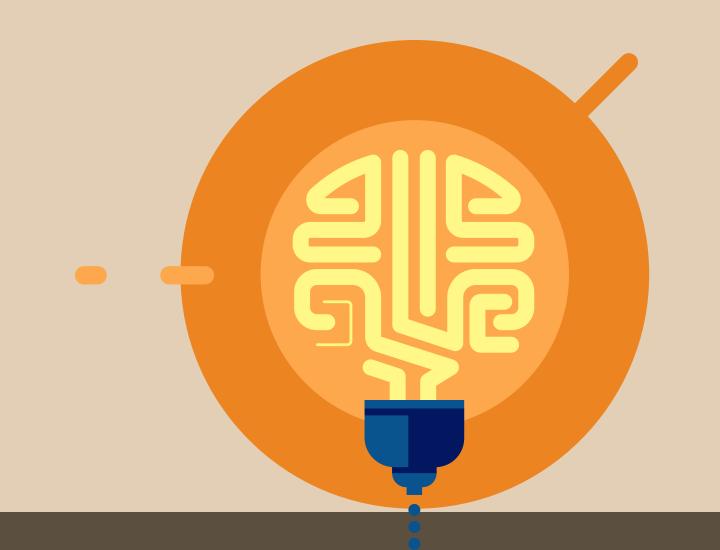# 5 REASONS TO EMPOWER GOVERNMENTS WITH DIGITAL TRANSFORMATION

Responding to the needs of citizens requires governments to provide exceptional services under tight budget constraints. At all levels, governments and their supporting agencies are under pressure to address system inefficiencies caused by disparate legacy systems, databases, and spreadsheets.

The following are 5 game-changing benefits that governments have gained thanks to successful digital transformation strategies

Accurate user data enables a deeper understanding of citizens' needs

By leveraging a wide range of user-friendly data tools, governments can obtain actionable insights and make data-driven decisions to better inform policies. This effectively shifts the organization's mindset from reactive to proactive processes by using insights to help with the discovery of not-so-apparent issues, thus enabling governments to take preventive measures and reduce the occurrence of similar incidents in the future.

Public employees are empowered to do more with fewer resources

Automation is taking public services to new levels of digital transformation. With mobile engagement to automated workflow management, government employees can now be freed from normally redunadant, time-intensive tasks. Additionally, by leveraging business intelligence **(BI)** and implementing functional workflows, governments can now boost employee productivity, reduce human error, and better optimize resources.

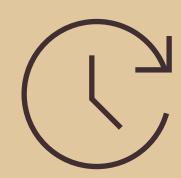## Above-and-beyond user experiences build trust

Governments improve the lives of those they serve when they provide citizens with robust self-service options and peer-to-peer community support over their channel of choice. Public institutions can also benefit by implementing a unified, data-driven platform that enables agents to manage and solve citizen cases faster while increasing knowledge across the entire organization.

Improved long-term planning and cost optimization

By going digital, governments become more flexible and are better suited to support strategic planning, solve new challenges, and increase customer satisfaction with end-to-end solutions. They also gain the ability to quickly optimize long-term business processes to improve development and provide better on-time, within-budget project management strengthened by real-time dashboards and user feedback.

Citizens can easily connect to the services they need

Citizens today expect a higher level of service and available resources. For this reason, governments must seek to engage citizens with user-friendly, **24/7** self-service options so they can connect anytime, anywhere, on their preferred channel. Self-service portals provide a single point of contact for citizens, serving as a sort of **"one stop shop"** for all of their needs and concerns.