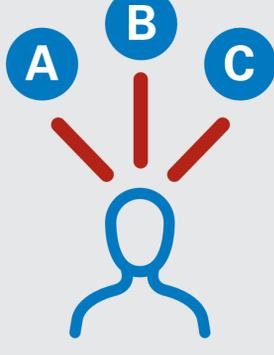


# ONBOARDING IN GOVERNMENT COUNT

## 1. PROVIDE CHOICES

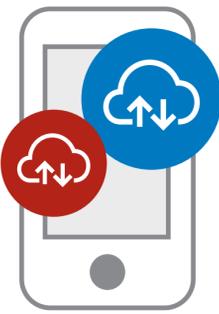
Allow constituents to choose how and when they interact with government agencies. Citizens deserve flexible, user-friendly government services they can access through multiple digital channels and devices.



### FACT

More than **76%** of surveyed public sector leaders perceive digital technologies to be disrupting the public sector.

... Yet only **41%** are satisfied with their organization's current reaction to digital trends.<sup>1</sup>



## 2. KEEP IT SIMPLE

Allow constituents to provide their documents and personal information easily via their mobile device.

## 3. BE TRANSPARENT

Keep constituents informed about where they are in the process, and what you need from them.



### FACT

Sending new constituents a welcome message via SMS or email **increases service quality and customer/citizen engagement.**



## 4. PROVIDE SUPPORT

Offer real-time, live support, instructional videos, Q & As and how-tos for citizens. Focus on how your constituents want to engage with your organization, and involve them from the beginning and throughout the onboarding process.

### FACT

**37%** of government agencies worldwide cite customer/citizen demands as the biggest driver in digitizing their customer services.<sup>2</sup>

## 5. INTEGRATE

Move your constituent information out of silos and make it actionable across systems for your customer service, information technology, finance and administrative teams.



## 6. KEEP IN TOUCH

Follow up with timely, relevant, personalized communications to constituents.

### FACT

Digital innovation by Australian government agencies is projected to reap net benefits of about **\$20.5 billion** to the nation's economy.<sup>4</sup>

## WHAT'S AT STAKE?



**44%** of government business processes are now undergoing digital change, **62%** will be impacted within two years and **80%** within five years.<sup>5</sup>



Spending by national, federal and local governments worldwide on technology products and services is forecast to grow to **\$475.5 billion** by 2019.<sup>6</sup>



Cell phones are now in the hands of more than **92%** of U.S. adults. Smartphones are owned by **68%** of the population and that percentage continues to grow at a high rate.<sup>7</sup>

## THE OPPORTUNITY

# 82%

OF GOVERNMENT CIOs SEE DIGITAL AS AN OPPORTUNITY

According to a Deloitte Digital global survey<sup>3</sup>, **82%** of government CIOs see digital as an opportunity. Yet... only **44%** have increased investment in digital in the last year.

A great onboarding process is vital to citizen engagement and to the success of your organization. Maximize both by providing a streamlined civic onboarding experience— one that's effective, simple and personalized to your constituents.

### NOW YOU KNOW:

Now you're ready to deliver a differentiated onboarding model to your constituents and be a champion of innovation for your organization.



Visit [kofax.com/government](http://kofax.com/government)



Download your free copy of the eBook, **PAPERWORK AND THE GOVERNMENT AGENCY**

#### Sources:

<sup>1</sup>Transforming Government through Digital, Deloitte University Press, October 2, 2015

<sup>2</sup>Monica Anderson, Pew Research Center, Technology Device Ownership: 2015, October 29, 2015

<sup>3</sup>William D. Eggers and Joel Bellman, The Journey to Government's Digital Transformation, a Deloitte Digital global survey

<sup>4</sup>Australian Government Could Save Billions From Digitizing: Report, July 27, 2015 <http://www.cmo.com/articles/2015/7/27/australian-government-could-save-billions-from-digitizing-report.html>

<sup>5</sup>Rick Howard and Jim Hocker, Gartner, 2016 CIO Agenda Survey: A Government Perspective, March 7, 2016

<sup>6</sup>Gartner Highlights Top 10 Strategic Technology Trends for Government, <http://www.gartner.com/newsroom/id/3069117>

<sup>7</sup>Will Sullivan, Trends on Tuesday: Smartphone and Tablet Adoption Grows, Digitalgov.gov, November 17, 2015