**PEGA**

How a 'no wrong door' approach can help the Commonwealth of Pennsylvania improve citizen engagement.

Today's tech-savvy constituents want the ability to interact with government agencies through multiple channels and touchpoints. However, when interactions aren't bridged, residents have to re-explain their request each time they engage or change channels to connect.

With a 'no wrong door' approach, government agencies can connect citizens securely to the services they need.
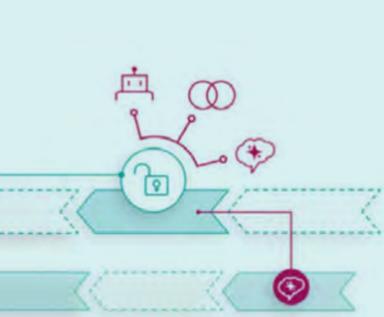
> "The no-wrong-door approach makes it easier and more seamless — not only for the constituent, but for the employee. I no longer have to go in and search for the income levels or paperwork anymore because it's all connected digitally. And I don't have to keep frustrating the constituents that I'm meeting with by asking them the same question that they've already answered before."

Shonte Eldridge,
Founder, **Drake Strategy & Associates**

With Pega Customer Service, you can:

1. **Help employees help consituents.** We equip agents with intelligent tools to not only speed up processes, but also to make every constituent interaction rewarding.

2. **Bridge gaps between back-end legacy systems and front-end operations.** By orchestrating all of your data, we provide you with a holistic view of your constituents, so that they only need one interaction to achieve their goal.

3. **Make citizen engagement fast and easy.** We create and connect digital channels as well as, in-person channels for seamless interactions.

Eliminating the need for Pennsylvanians to repeatedly explain their requests is just the tip of the iceberg.

In a consolidated system, agencies streamline citizen requests across channels, resulting in efficiency of citizen access to resources, employee time, and agency cost savings. In a non-consolidated systems, employees are forced to address each incoming 'ticket' independently, resulting in redundant efforts, extended response times, and increased costs for the agency.

> "The method you use to interact with folks is going to constantly change. That's why you want to focus on the outcome first and then build for what you're trying to achieve from the center out. That way, you can actually achieve those goals and build for change."

Jenn Doody,
Manager of Solutions Consulting, US State and Local Government, **Pega**

Modern technology for historic agencies.

Manual workflows and disconnected data lead to government inefficiencies and frustrated employees, partners, and citizens. A 'no wrong door' approach can help government agencies improve citizen access to state resources.

Pega for government. Evolve faster.

Discover more here