



# ACHIEVING PROACTIVE GOVERNMENT

How Customer Service Can  
Improve Lives and Reduce Costs

A PEGA CUSTOMER SERVICE EBOOK



BUILD  
FOR  
CHANGE®

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# INTRODUCTION

## ACHIEVING PROACTIVE GOVERNMENT

Serving the public interest is the reason government was established and continues to be government's lifeblood and purpose. Yet times have changed.

The new constituent is always on, always connected, and has high expectations for service.

These expectations have, in part, been formed by dramatic changes in technology.

Now, for the first time, technology can help government respond to constituents in a proactive manner. This can be done by bundling benefits and services that span multiple programs and/or departments to ensure citizens receive the assistance they need, when they need it.

Read on and learn how government can evolve its customer service to become proactive, with the ability to treat every constituent like their only constituent.

## ABOUT THE AUTHOR

### Cathy Novak

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Cathy Novak is an accomplished thought leader and passionate government advocate, driving technology solutions to accomplish government agency missions. For more than 20 years, Cathy has held senior executive leadership positions in the government market and also spent a decade as CEO of a company highly focused on Irish government. Cathy is the Industry Principal for the Public Sector division of Pegasystems, and is responsible for driving strategy for their public sector practice across federal, state, and international boundaries.



# CUSTOMER SERVICE – PUBLIC VS. PRIVATE

## Are the Goals Really Different?

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The private sector has implemented customer service solutions to help retain customers and upsell products and services. While government does not have the same competitive pressures the private sector contends with, the goals and objectives for government remain very similar: to be able to interact with customers seamlessly, easily, and transparently with the ability to provide government employees a complete view of the constituent.

Government organizations are complex, with different missions being served by different and multiple programs. From the constituent perspective, the individual wants to request assistance from a single entity—his or her government—regardless of where or how the benefits or services are segmented by department, agency, or program.

Customer service solutions can help government organizations offer relevant, bundled benefits and services to citizens in a seamless and transparent manner.



“ Because government is designed as an agent of the public interest, citizen satisfaction and how to improve it are always strategically important. ”

How US state governments can improve customer service.  
McKinsey & Company, December 2014.



# UNIQUE CHALLENGES FOR CUSTOMER SERVICE IN GOVERNMENT

## Adopt an Enterprise View

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Beyond siloed government operations, there are other challenges very unique to this complex environment. Government's legacy systems hinder its ability to connect the front office to back office operations. Without the proper technology to bridge front and back office across different siloes, the ability to offer comprehensive customer service to constituents will remain elusive.

Another significant challenge related to the complexity of government is the type of interaction. Unlike private sector customer service, government has to cater for both regulatory and voluntary citizen interactions. Whether the interaction involves paying taxes (regulatory) or applying for an occupational license (voluntary), government agents need to be guided through the transaction ensuring both the constituent's needs and the agency's requirements are met.

Technology can help government integrate silos, connect its front office with the back office, and offer guidance for employees through each type of interaction. It is not uncommon for customers to find a greater than 50% improvement in efficiencies while tripling customer satisfaction.

# THE PATH TO DIGITAL GOVERNMENT IS THROUGH CUSTOMER SERVICE

Transparent, Seamless, and Guided  
Constituent Journeys

The path to digital is all about following the constituent journey and servicing the individual when and how they prefer, in a seamless and transparent manner. Customer service solutions provide the omni-channel experience required by all customers—whether a constituent prefers to connect with government in person, from his or her home, or via any mobile device without losing context.

Customer service technology needs to promote self-service by making the interaction with the constituent and government intuitive, with guidance available to navigate the appropriate end-to-end process.

The benefits of customer service technology include improved constituent satisfaction, better confidence in government, and reduced costs. The efficiencies gained by leveraging self-service capabilities for constituents will free up time for government employees and allow them to focus on higher priority tasks.



“ More than half (51 percent) of those surveyed, cited a lack of awareness as the key factor preventing them from using government digital services (more than technology or privacy issues). ”

Accenture – Digital Government:  
Your Digital Citizens are Ready, Willing ...and Waiting. 2015.

# CUSTOMER SERVICE - A GOVERNMENT IMPERATIVE

## It's Time for Proactive Government

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The digital revolution has afforded government the opportunity to better serve their constituents.

What if, when individuals have a major life event, such as a marriage, adoption or even death of a loved one, their government could help make it easier by proactively assisting with the relevant and necessary information, benefits, or services? And what if government could offer these services regardless of which program or agency they reside in?

Gartner refers to these as digital civic moments and customer service is the essential ingredient for government to be able to leverage digital and become proactive.

Customer service technology has to be able to support the three types of government interactions: 1) regulatory, 2) voluntary, and 3) proactive. Customer service technology should help constituents and employees flow through the interaction appropriately by recommending the next best action.





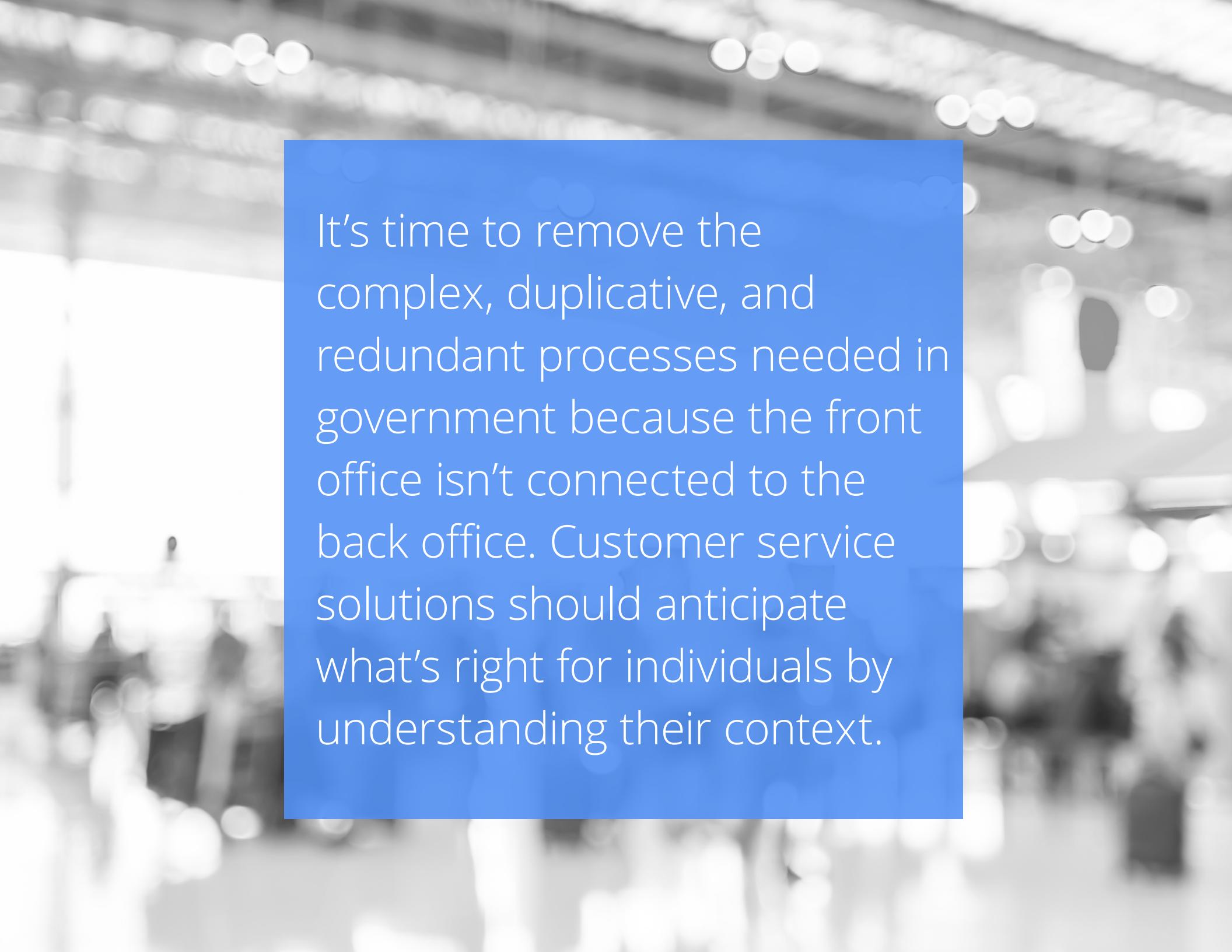
# CUSTOMER SERVICE EVOLVED FOR GOVERNMENT

## Evolve as Fast as Your Constituents

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This evolution is all about being constituent-centric, with the ability to offer the right information, benefits, or services to the constituent at the right time. It's about connecting constituents, to the service and solutions they need, in whatever channel they prefer, and getting things done by linking the front- and back- office systems and people. Customer service in a digital government manages complexities across programs, missions, and agencies or departments.

The customer service quest involves the right technology and a clear, compelling leadership vision and engagement strategy. The right technology is required to handle the complex requirements and needs of government.



It's time to remove the complex, duplicative, and redundant processes needed in government because the front office isn't connected to the back office. Customer service solutions should anticipate what's right for individuals by understanding their context.

# CONCLUSION

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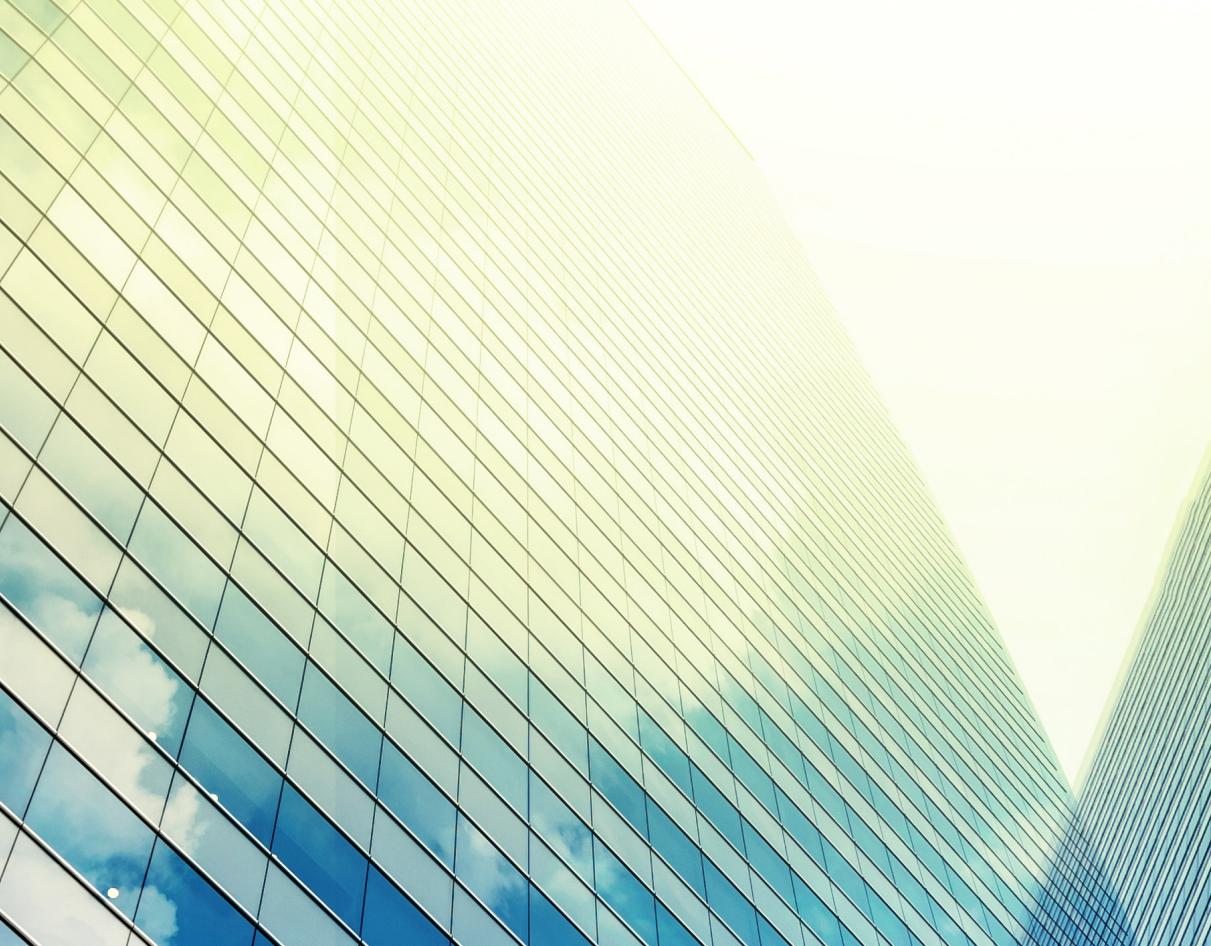
Government customer service is complex. Pega's vision is to revolutionize how technology can help government engage with their constituents in today's digital world.

Pega is the only provider that enables you to manage complexities, build for changing requirements, and do it **faster**.

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Let's improve lives with proactive government.

[Find out more](#)



40x faster for mobile implementations,  
8x faster for gathering requirements,  
8x faster for introducing change.

[Capgemini: A Productivity Comparison of Pegasystems Pega 7 Versus Java Enterprise Edition Custom Build](#)



## ABOUT PEGASYSTEMS

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Pegasystems (NASDAQ: PEGA) develops strategic applications for sales, marketing, service and operations. Pega's applications streamline critical business operations, connect enterprises to their customers seamlessly in real-time across channels, and adapt to meet rapidly changing requirements. Pega's Global 500 customers include the world's largest and most sophisticated enterprises. Pega's applications, available in the cloud or on-premises, are built on its unified Pega 7 platform, which uses visual tools to easily extend and change applications to meet clients' strategic business needs. Pega's clients report that Pega gives them the fastest time to value, extremely rapid deployment, efficient re-use and global scale.

For more information, please visit us at [WWW.PEGA.COM](http://WWW.PEGA.COM)