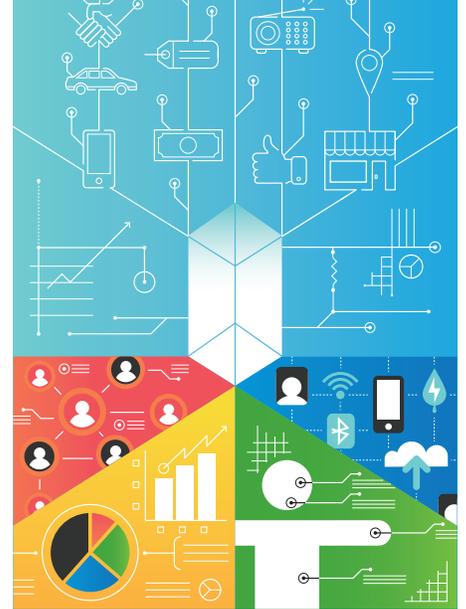




Dimensional marketing

Tech Trends 2015: The fusion of business and IT A public sector perspective



Driven by their experiences in the private sector, many citizens are letting their expectations for service in the public arena soar. The principles of the 2015 Tech Trend Dimensional Marketing provide a compelling roadmap for citizen engagement. Engage with citizens as customers – give them the integrated, informed, and customized user experiences they expect, and everybody should win.

Public sector perspective



The graphic above represents the trend's potential relevance, timing (short, medium, or longer runway), and overall readiness (low, moderate, or high) of the public sector to adopt this trend. These broad ratings are based on the professional opinions of some of the authors and may not reflect your organization's unique situation.

With multiple channels available and new tools helping make sense of consumer data, public sector IT leaders are in a strong position to improve citizen outcomes while also driving important performance improvements. Likewise, the technology services marketplace is burgeoning with new vendors, breakthrough solutions, and flexible platforms. This further presents opportunities for increased engagement in the public sector, as well as the chance to explore new revenue streams. Dimensional marketing tactics used in commercial sectors like retail and healthcare can be used by government today. Social networks and analytics are of special interest, but the broader possibilities are upending traditional views of citizen engagement across all levels of government.

Many consumers have learned they can connect their experiences and preferences across multiple business engagement platforms, and they want that same relationship with government. That means creating a smoother and more intuitive government experience – at a lower cost, without friction. In practical terms, agencies should consider focusing on reducing unnecessary touch points and improving transactions.

Though it's not often recognized, most government agencies face direct competition from the private sector. Think of the U.S. Postal Service, Amtrak, or even regulated taxi services, where many private businesses have already triggered massive shifts in consumer behavior. Generally, agencies at every level of government are deeply influenced by activities in the commercial sector – and vice versa. For tax preparation, healthcare exchange and mortgage lending transactions, or state park reservations, the interdependence of public sector services and the private sector is real and growing. All of which means many public sector IT leaders have significant opportunities to more deeply engage with citizens to improve effectiveness and efficiency in delivering government services.

An improved understanding of citizen needs, preferences, and individual journeys is typically at the heart of multichannel, digital engagement. As we learned from states participating in the federal health exchange, understanding citizens is where we should start. Initially, the exchange was conceived of as a web-only property. But when the states conducted deeper research into the demographics and preferences of those who would actually be participating in the exchange, it became clear that the web was only one of several platforms on which the target audience relied. As a result, states modified their strategies to focus on additional omnichannel methods of engagement.



Regardless of the channel being developed, technology leaders should insist that their teams stay focused on the user experience throughout each service. This means architecting systems from the “outside in” based on what people need and want to do. As we’ve seen through many examples in the commercial world, seamless, rich transactions often lead to better adoption, reduced cost, and more satisfied consumers. That same philosophy can be applied to government services as well.

Moving forward

- **Zero in on the customer.** Who will be using your solutions? What are their demographic profiles? How do they engage with technology? The better you understand your target users, the more effective your efforts can be across multiple channels.
- **Design for an elegant user experience.** Focus on delivering rich customer engagement offerings that aim for a true “win-win” situation between the constituent and government.
- **Measure what matters.** There are multiple opportunities for metrics, so focus on those that can help you understand what people are actually doing. Whether tracking the number of transactions driven from one touch point or the uptake of crowdsourcing for certain applications, listen to how, why, and when – and by whom your services are being used.

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