



# **ELEVATE CUSTOMER EXPERIENCES BY ACCELERATING THE MISSION TO SERVE**

**Improve trust, transparency, and efficiency  
through digital transformation**



## Contents

	<b>Build trust with end-to-end services on a single platform</b>	<b>03</b>
	<b>Empower constituents and improve their experiences</b>	<b>04</b>
	<b>Modernize government systems</b>	<b>05</b>
	<b>Develop a secure customer experience solution</b>	<b>06</b>
	<b>Deliver meaningful service by unlocking workforce productivity</b>	<b>07</b>
	<b>Improve transparency and delivery across field services with a centralized platform</b>	<b>08</b>
	<b>Digitalize, modernize, and speed up delivery of government services</b>	<b>09</b>
	<b>Build trust among your citizens, customers, and employees alike</b>	<b>10</b>
	<b>ServiceNow Public Sector Digital Services</b>	<b>11</b>

## Maximize your resources and meet citizens' digital expectations

Just as people enjoy their digital experiences with businesses and private companies, they assume they'll get the same speed, transparency, and trust from the public sector. However, only 27% of government organizations are achieving more personalized and empathetic experiences with their current digital transformation efforts.\*

What's clear is that the pace of digital change will continue. As new technologies emerge on the horizon, government agencies at all stages of transformation will inevitably face pivotal innovation choices in support of their mission to serve.

By embracing digital workflows with ServiceNow Public Sector Digital Services on the Now Platform®, agencies can build trust and serve the public like never before. Your citizens, employees, and other government departments get the experiences they're looking for, and you maximize the effectiveness of your limited resources—freeing up time to focus on higher-impact activities. The Now Platform helps you unlock the full potential of your mission.

\*Source: [The state of AI-powered transformation in government](#), ServiceNow, September 2024

# Build trust with end-to-end services on a single platform

It's a daunting challenge. Citizens and businesses that access government services require secure, consumer-like experiences for digitalization. In fact, growing expectations for digital experiences is the #1 trend impacting government organizations today.\*

And they aren't just looking for digitized services. They want unified experiences that bridge government departments and provide full access to essential services such as requesting benefits, applying for permits and licenses, paying fees, and more.

Instead, citizens and businesses often face inconsistent experiences caused by outdated legacy infrastructure, manual processes, and siloed systems. Working to overcome these barriers may seem like a never-ending cycle of trying to do more with less.

But there is a solution: personalized, frictionless, and anticipatory constituent services on a platform purpose-built for government. With ServiceNow Public Sector Digital Services, you can harness the power of ServiceNow apps and third-party integrations, all drawing from the same configuration management database.

Bid farewell to duplicate databases and models for each new integration when you use a unified data model that enables faster implementation. Plus, you gain access to a library of purpose-built, out-of-the-box workflows created to quickly empower governments to deliver on specific mission areas.

By implementing powerful solutions, such as Public Sector Digital Services and ServiceNow® Field Service Management, agencies can effortlessly connect people, processes, and systems—from digital to field—and make sure the people they serve receive the services, experiences, and transparency they want and deserve.



\*Source: [The state of AI-powered transformation in government](#), ServiceNow, September 2024

**FOCUS AREA**

## Empower constituents and improve their experiences

Build public trust by making government services more accessible. The intuitive, unified ServiceNow Public Sector Digital Services portal presents an entire service catalog that can be accessed by constituents' channel of choice. Once a request is submitted, it's assigned to the right department, right away.

- Support digital engagement:** With a streamlined experience, individuals, businesses, and government agencies can receive information and services in any way they choose.
- Connect constituents with automated self-service:** With a government services portal and mobile experience, constituents can take action on their own terms. They can find FAQs from a growing knowledge base and get answers anytime, anywhere.
- Guide requestors fast with conversational support:** Provide a comfortable, consumer-grade experience with Virtual Agent, our AI-powered chatbot, to enable quick issue resolution in simple language. Reduce constituent effort with rich engagement across any government site, and guide inquiries with relevant follow-up actions.
- Easily submit requests and launch new services:** Many organizations offer knowledge management, a portal, and a community to help customers find answers to their questions. But customers need more than answers, they need action. ServiceNow® Service Catalog delivers products and services through a user-friendly interface, empowering employees and customers with self-service and faster request fulfillment.

**REAL-WORLD EXAMPLE**

### How tech helps NSW RFS recruit for disaster response

Lightning strikes in late 2019 to mid-2020 ignited a huge swath of Australia's wilderness, and the fires were exacerbated by high temperatures and prolonged drought. Afterward, Australians stepped up in droves to assist with rescue and cleanup efforts, and the New South Wales Rural Fire Service (RFS), a government agency, was inundated with new applications. But an outdated, paper-based approach hamstrung the organization's response.

By using ServiceNow® Customer Service Management and App Engine, the RFS can now track the status of applications. It can see what actions still need to be taken, where the application sits on the path from submitted to accepted—which each applicant also has visibility into—and more.

[→ Read Full Story](#)

**“When you've got campaign fires—these multiple concurrent fires—you can lose track of things. Now it all goes into a common view with a neat queue, so you can track where everything is.”**

John Danson

Chief Information Officer, New South Wales Rural Fire Service

**75K**

volunteers in the fire service

**10K**

applications from recruits in a single season

**1**

consolidated platform

**FOCUS AREA**

## Modernize government systems

Create proactive management of systems, applications, and processes, so problems are anticipated, acted on, and self-healed wherever possible.

### Detect and resolve incidents before impact

Seamlessly connect your operations teams with customer service to act automatically on customer-impacting issues. Proactively monitor and track the status of systems that are critical to delivering services, then identify the root cause of a problem to prevent it from happening again. Know who is being impacted by monitoring issues and automating status alerts, so you can anticipate possible problems and maintain a quality customer experience.

### Enhance service delivery with intelligent automation

We all strive for continuous improvement, and you can identify key areas where your organization can develop using intelligence and data to address bottlenecks before they occur. Predictive AI capabilities can help you spot trends early and take action from a single source of truth. Minimize negative impacts and predict how long it might take to resolve a case, so you can prioritize work instead of problems.

Over the next three years,

# 58%

of governments are going to use SaaS to deliver automation solutions.

Source: [The state of AI-powered transformation in government](#), ServiceNow, September 2024

**REAL-WORLD EXAMPLE**

### South Dakota modernizes citizen services

South Dakotans are proud of their beautiful land, and the state government is dedicated to ensuring that all citizens and visitors experience the rich heritage. The state of South Dakota wanted to serve its people with updated systems that were as impressive as the state itself.

Utilizing ServiceNow Customer Service Management, the state centralized web, phone, live chat, and an AI chatbot at a single point of entry through SD.gov, an innovative self-service portal. Citizens, businesses, and visitors now have easy access to a wide range of government services.

[→ Read Full Story](#)

**“ SD.gov features an advanced search engine and virtual live chat that puts everything our citizens need right at their fingertips. ”**

**Pat Snow**  
Chief Technology Officer, State of South Dakota

# 9K

daily visits to the SD.gov citizen portal reduces resolution time

# 99%

less time spent procuring competitive bids

# ~88%

reemployment claims processed in under 30 days

**FOCUS AREA**

## Develop a secure customer experience solution

Part of delivering a better customer experience is fostering trust. That's why secure and responsible handling of sensitive data is a top priority—and protecting citizen data from cyberattacks has never been more important.

Stay secure knowing the Now Platform provides critical protection to keep infrastructure safe. It delivers essential components for digital transformation in government, including:

- Secure, trusted platform with global infrastructure and presence
- Advanced high-availability architecture for business continuity
- Rapid response to threats
- Financial fraud prevention
- Legal and compliance risk management

In addition to these security measures, you'll also want to:

- **Enable zero-trust access for users and devices:** Provide a frictionless experience so users can gain authorized access and achieve productivity with multifactor authentication and single sign-on. Secure citizen accounts from credential theft and safeguard information and privacy.
- **Shield sensitive data and ensure privacy:** Defend data with the strongest industry-adopted and government-approved encryption algorithm. Protect citizen privacy and encrypt personal identifiable information to ensure accounts can't be compromised.

**45%**

of governments say that growing data privacy, security, and technical risks are the greatest they face in achieving rapid time to value for their digital transformation investments.

**57%**

of governments believe that security, accuracy, and transparency across all communication challenges are key to building trust.

**55%**

Over the next three years, 55% of governments will install a data platform that shares data across functions involved in risk management.

Source: [The state of AI-powered transformation in government](#), ServiceNow, September 2024

## FOCUS AREA

# Deliver meaningful service by unlocking workforce productivity

By automating and optimizing processes with ServiceNow, you can empower and guide your employees to resolve cases faster, help managers optimize individual performance and operations, enable work to flow across departments, and continuously enhance government service delivery. Allow employees to focus on the work that really matters, so you can provide excellent customer service.

- Help government employees quickly dispense services:** Use a flexible workspace to sort out important work and handle multiple tasks. Give government employees one view to act on everything they need for constituents. Solve problems and reach out to the public, combine data for a complete view, and smartly lead employees through any process for a quicker resolution. Over the next three years, 53% of governments are going to provide guided and automated solutions to facilitate collaboration, project management, and issue resolution.\*
- Enable work to efficiently flow across departments:** Connecting work across teams speeds up resolution times since many critical cases are handled by other departments. Automating tasks lets everyone see what is going on and shows teams the progress of workflow while keeping data safe across any system.
- Achieve more with less money:** Use better tools to do more for the public. Improve management by giving team leaders and managers the ability to measure performance across all channels and get a complete picture of employee efficiency. Managing incoming and outgoing work can be simple.
- Continue improvements regardless of where people work:** Use AI to find and fix bottlenecks in your processes. Make workflows smoother and better with machine learning. Prevent new problems from happening and keep optimizing your systems with AI.

\*Source: [The state of AI-powered transformation in government](#), ServiceNow, September 2024

## REAL-WORLD EXAMPLE



### DEFRA adjusts to challenges across UK government bodies

The UK's Department for Environment, Food, and Rural Affairs (DEFRA) affects people's lives, food, water, and air through a number of different groups. Bringing them together through a single service was a challenge, especially since DEFRA's work is often reactive, requiring flexibility and scalability during emergencies such as flooding.

DEFRA relied on ServiceNow to unify services across multiple agencies, deliver the same high level of service to all users, and develop a more flexible, scalable support solution. It created a central enterprise tool around ServiceNow® IT Service Management and Customer Service Management. The organization now boasts a single platform for key business functions, supporting staff and citizens alike, and ensures greater user experience and increased efficiency.

[→ Read Full Story](#)

“ The ServiceNow platform gives us the flexibility to be able to adjust to the challenges that we face across UK government. ”

**Gary Kinsella**  
Head of End-User Support, DEFRA

**FOCUS AREA**

# Improve transparency and delivery across field services with a centralized platform

According to our research, organizational/workflow silos are the #1 challenge governments face in achieving rapid time to value for digital transformation investments.\* Boost overall visibility, speed up response time, maximize first-time resolution rate, and keep customers up to date every step of the way. Simplify experiences for both your organization and your customers, and empower your service organization.

## Break down silos and workflow your processes to create seamless experiences

Bring together all the data your teams need into one place for easy access. Provide total visibility into work-order status and workflows that equip the right people with needed insights to resolve issues faster. Connect everyone in your organization and across your ecosystem on a single platform of action, fostering collaboration and speeding time to value.

## Streamline resource management and give field staff what's necessary for the job

Ensure field workers have everything they need, both online and offline, such as job details, customer information, and parts needed, to maximize first-time fixes and support exceptional experiences. Create dynamic lists specific to the type of job with safety checklists, equipment reading guidelines, inspection walk-throughs, and repair steps.

## Increase efficient work planning, scheduling, and dispatching with automation and optimization

Balance work between different types of resources and maximize utilization. Comply with work requirements and demands using capacities. Automate scheduling and dispatching for short- and long-cycle work based on operational priorities.

\*Source: [The state of AI-powered transformation in government](#), ServiceNow, September 2024

**REAL-WORLD EXAMPLE**

## Simplified customer service and field operations

With campuses in metropolitan Adelaide and across South Australia and the Northern Territory, Flinders University faced challenges in handling large volumes of service requests. Processes for receiving requests, managing work across different locations, and completing on-site services were disconnected.

Through process automation with ServiceNow IT Service Management and Customer Service Management, the university now has a single place to track the status of requests across 20 business areas. It has also eliminated the need for multiple teams to manage multiple systems, increasing productivity and the efficient use of resources.

[→ Read Full Story](#)

**“ Our technicians love the mobile app. They can view real-time statuses for their tasks and update incident details with just a few taps. ”**

**Jayne Preece**

Manager, Customer and Business Improvement for Property, Facilities, and Development Division, Flinders University

**75%**

average reduction in time to complete a request

**35K**

field service tasks handled each year

**24K**

facility assets managed via a single platform

**FOCUS AREA**

# Digitalize, modernize, and speed up delivery of government services

ServiceNow Public Sector Digital Services empower organizations to deliver personalized, frictionless, and anticipatory constituent services on a platform that's purpose-built for government agencies.

## Connect people, processes, and systems with a unified data model

ServiceNow intelligent automation is composed of key low-code tools and connectors that provide the end-to-end automation you need to quickly create custom apps and unify disparate systems. And that means faster innovation and reduced costs for your organization, plus a better customer experience that builds public trust.

Take advantage of Public Sector Digital Services to:

- Build trust with end-to-end services on a single platform
- Empower constituents and improve their experiences
- Modernize government systems to accelerate digital transformation
- Enhance security in your customer service solution
- Deliver meaningful service by unlocking workforce productivity
- Improve transparency and delivery across field services with a centralized platform

**USE CASE**

## Expedite Medicaid eligibility requests and reduce fraud

A low-code customer portal solution routes eligibility requests through various state fraud reviews, reducing bureaucracy and providing faster help for those in need.

Outcomes:

- Eliminate manual processes and expedite approvals
- Merge data sets to prevent fraud early
- Single secure system streamlines and protects constituent experiences

**62%**

Over the next three years 62% of governments will leverage cloud platforms specifically designed to meet the needs of government agencies.

**53%**

of governments believe that they need to move from patchwork legacy systems to modernized end-to-end technology platforms to operate in a digital era.

Source: [The state of AI-powered transformation in government](#), ServiceNow, September 2024

## Build trust among your citizens, customers, and employees alike

The unique capabilities of ServiceNow have convinced many agencies in the government sector to partner with us on their service journey. The Now Platform helps you build trust through digital experiences that make life easier for citizens, agencies, and employees:

- Automate and improve work across departments and third parties, increasing transparency and productivity to handle requests with more speed and consistency
- Proactively solve issues and deflect calls with early detection of trending problems
- Enable customers to achieve outcomes through automated self-service across channels
- Empower agents with real-time information and intelligent guidance
- Deliver frictionless field service experiences to customers and employees with one integrated system of action

Our government-specific data model easily configures into prebuilt workflows, including user experience, a security model, and an audit trail. Agencies can extract information in real time to understand bottlenecks, attainment of service level agreements, and compliance—so meeting federal, state, and local regulations becomes faster and easier.





## ServiceNow Public Sector Digital Services

Unify government employees, processes, and systems on one platform when you digitalize, modernize, and ultimately, speed up delivery of government services. ServiceNow accelerates digital transformation—improving experiences and efficiencies—with a unified data model, packaged low-code workflows, and information tailored for government.

With Public Sector Digital Services, you can:

- Meet your customers where they are via mobile or connected devices, email, phone, or kiosks
- Provide self-service options and assisted self-service, powered by AI
- Entrust employees with advance work assignment, contextual workspaces, structured tasks, and knowledge management
- Increase transparency for everyone in the chain of service delivery

[Discover ServiceNow Public Sector Digital Services](#)



**43%**

**of governments have already made large investments in GenAI.**

Source: [The state of AI-powered transformation in government](#), ServiceNow, September 2024



## Put AI to work with Now Assist

Public sector organizations face unique challenges, often driven by lower budgets, legacy investments, and complex regulatory and legislative environments. Adding to the complexity, constituents expect the best from every level of government services, just as they do from private companies.

There's no perfect answer for how to juggle these conflicting priorities, but government organizations should look to modern technology for a solution.

### Accelerate the power of government services

Generative AI technology can transform government services by enhancing experiences, streamlining processes, and boosting productivity for staff and constituents.

Now Assist, ServiceNow's GenAI tool, supports critical workflows across departments.

For government agencies in the United States, Now Assist is available within ServiceNow's U.S. Government Community Cloud, a regulated cloud environment built with government-grade security, data governance, and access controls.

### Supercharge experiences and efficiencies

Now Assist in the U.S. Government Community Cloud enhances workflows with:

- **Improved employee experience:** AI-driven virtual agents streamline tasks, solve problems, and manage incidents faster.
- **Enhanced constituent experience:** Quick service requests and answers for constituents.
- **Empowered admins and developers:** Automated code and workflow generation speeds up processes, allowing focus on creative projects.

### Future-proof government workflows

Now Assist can be used across government areas and functions to provide a seamless experience for employees in every department.

- [Now Assist for IT Service Management](#) can help accelerate IT team productivity, freeing IT teams to focus on higher-value work. Through summarization capabilities, the cost to serve and manage is lowered.
- [Now Assist for Customer Service Management](#) can improve constituent experiences and agent productivity, enabling personalized, accurate experiences for every use case.
- [Now Assist for HR Service Delivery](#) can help agencies resolve HR cases faster and more efficiently. Through GenAI-provided historical data and predictive trends, employees can make confident decisions swiftly to support personal development and keep stakeholders satisfied.
- [Now Assist for Creator](#) can improve developer productivity with flow generation and intelligent recommendations for code. Time is money, and automating initial steps of code and flows while providing drag-and-drop tools gives developers power at their fingertips.

# For a deeper exploration of ServiceNow solutions, we recommend the following content:

## The state of AI-powered transformation in government

ServiceNow surveyed 1,248 global leaders to gauge how government organizations are progressing in large-scale transformation. Read this report to discover what successful government bodies do differently to achieve their mission of service in a new era.

[Read Report](#)

## Accelerate the mission to serve in government

Agencies strive to provide seamless and secure services that build trust. This ebook describes how to accelerate your mission using a single digital platform to provide end-to-end services.

[Read Ebook](#)

## A proactive approach to field service

What capabilities have the greatest impact on both your customer and field service teams? This ebook dives deep into answering this question by sharing five key priorities for proactive field service.

[Read Ebook](#)

**servicenow**<sup>®</sup>

### About ServiceNow

ServiceNow (NYSE: NOW) makes the world of government work better for everyone. Over 1,400 government organizations globally use ServiceNow's cloud-based platform and solutions to securely automate processes and digitize services across their agencies and departments. Helping government organizations achieve their mission through improving customer experience, employee engagement, risk management, security, and technology innovation. And we can all create the future of public service that we can imagine. For more information, visit [www.servicenow.com/solutions/industry/gov](http://www.servicenow.com/solutions/industry/gov).

© 2024 ServiceNow, Inc. All rights reserved. ServiceNow, the ServiceNow logo, Now, Now Platform, and other ServiceNow marks are trademarks and/or registered trademarks of ServiceNow, Inc. in the United States and/or other countries. Other company names, product names, and logos may be trademarks of the respective companies with which they are associated.

[servicenow.com](http://servicenow.com)