



Modernizing Government Technology:

Transforming the Local Government Experience

Featuring

Dustin Brinkman

Digital Government Strategist &
Former City Official





Introductions



Customer Experience



Changing Expectations



Transforming Government Experience



Modern Government in Action



Questions







MEMBERSHIP CARD

www.block.com



BLOCKBUSTER

MEMBERSHIP CARD

www.blockbuster.com

"YEAH, YOU'RE OLD ENOUGH"



new release



Your Channels

STARZ

POWER BOOK II: GHOST

POWER BOOK III: RAISING KANAN

amc+

THE WALKING DEAD

britbox

CREATED BY BBC & itv

VERA

A CONFESSION

PBS

M

prime

Movies we think you'll like

prime

WHITE BIRD IN A BLIZZARD

prime

MIDSOMMAR

prime

BEAST

prime

JAWS

prime

AMAZON ORIGINAL

YOU WERE NEVER REALLY HERE

prime

HOW I LIVE NOW

prime

NIGHT HUNTER

prime

AMAZON ORIGINAL

Blow the Man Down

prime

EVANGELION:3.0+1.01

THrice UPON A TIME

EXCLUSIVE NEW MOVIE

prime

DANIEL CRAIG

Knives Out

PBS

MASTERPIECE

Featured TV

See more

✓

UNFORGOTTEN

✓

PROFESSOR T

✓

HALIFAX RETRIBUTION

✓

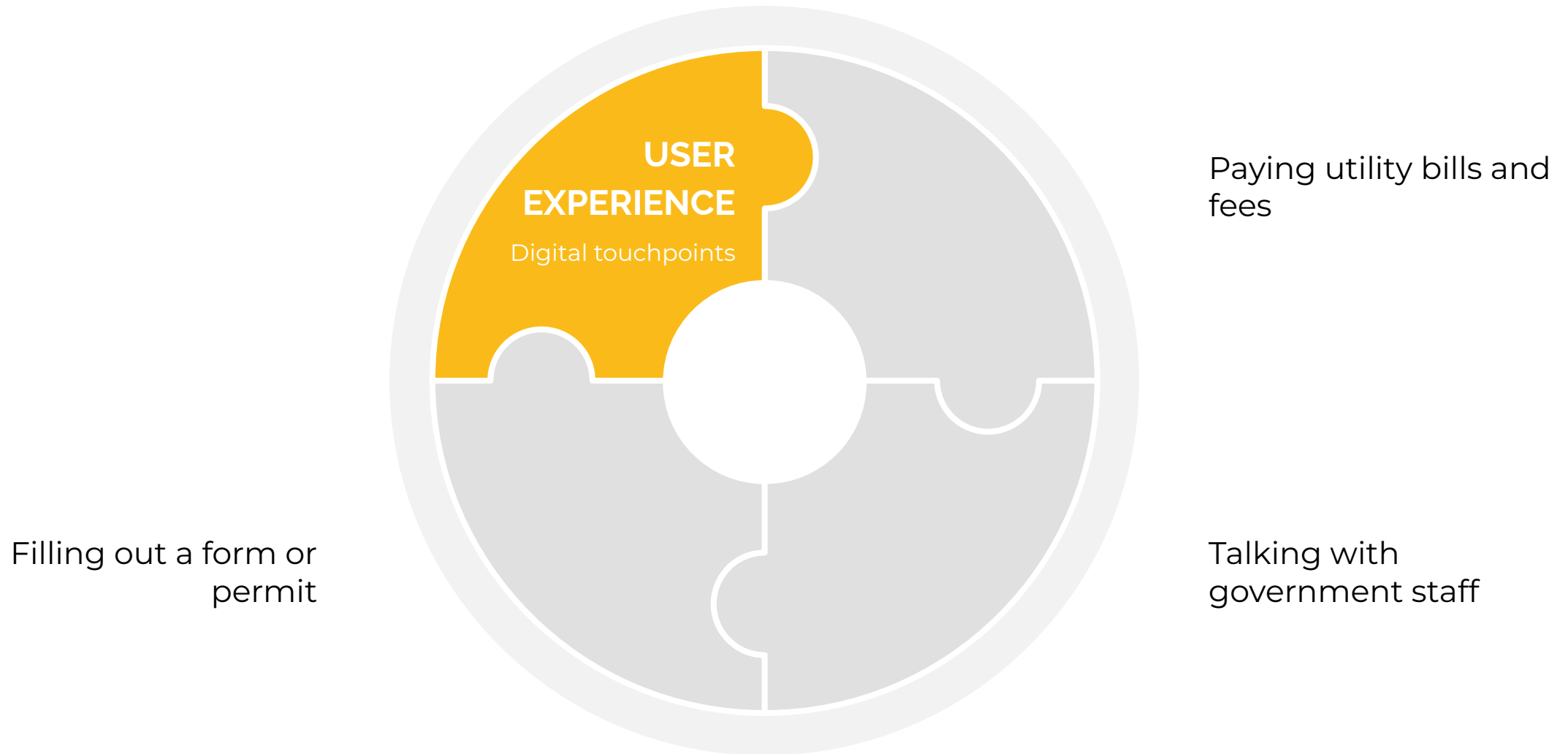
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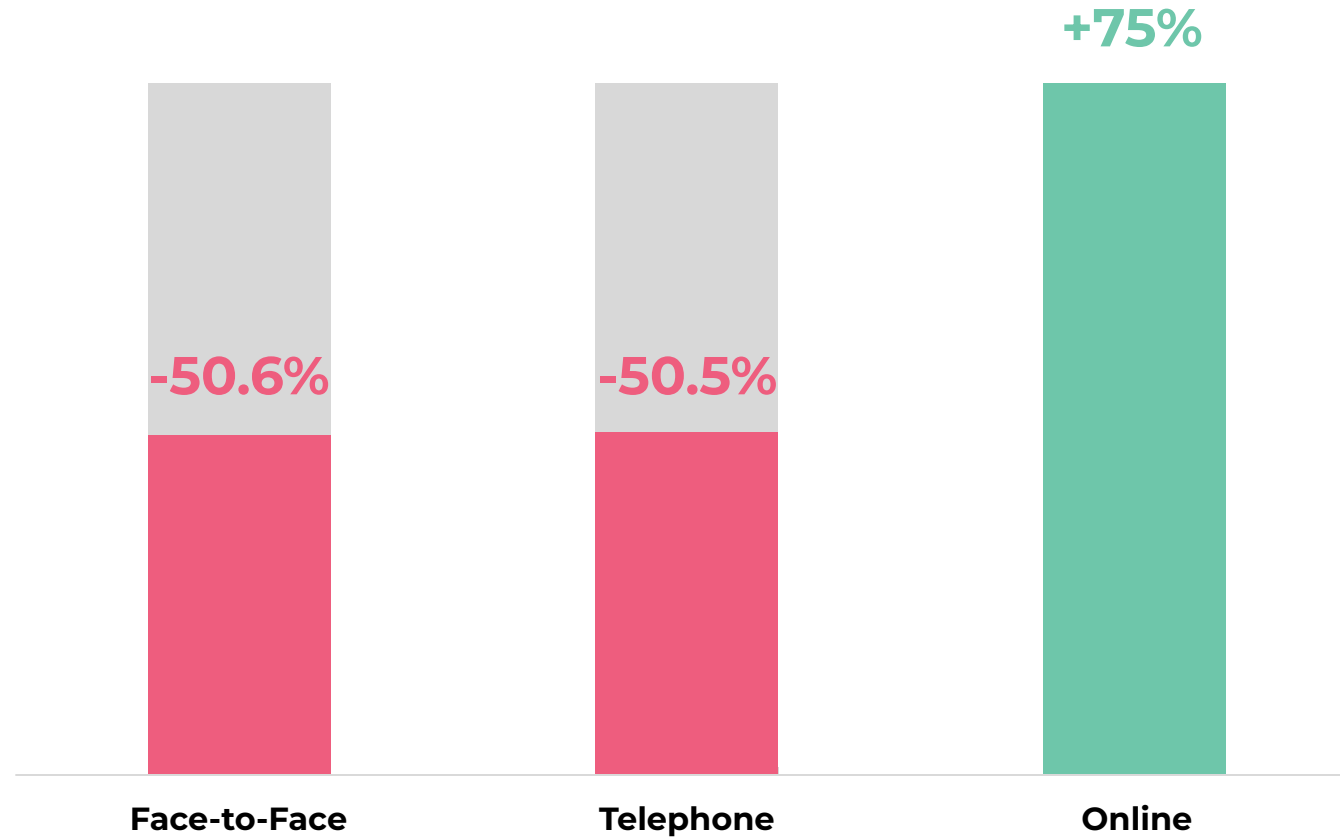
Customer **Experience**

All possible touchpoints



Changing customer expectations

Predicted volume per channel over the next 10 years



Old processes hurt staff efficiency and resident satisfaction



GOVERNMENT STAFF

Paper-based processes that slow productivity

Siloed systems that lead to confusion and disconnects across and within departments

Commercial systems poorly suited to govt

RESIDENTS

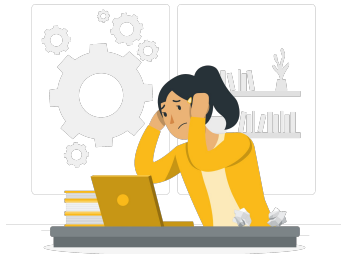
PDFs and paper-based processes

Little to no communication from govt organization

Inability to share feedback & requests

Resident Expectations for Government Interaction is the same as they experience with the private sector

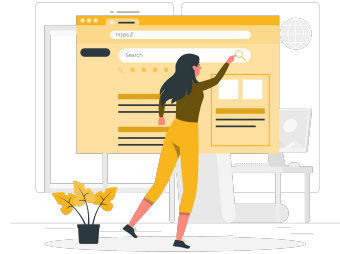
How to view the expectations....



Experience Pain Point

I need to pay my utility bill.

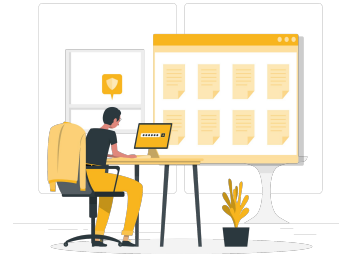
How do I obtain a building permit?



Search for My Need

Search using Google or via the Government Website

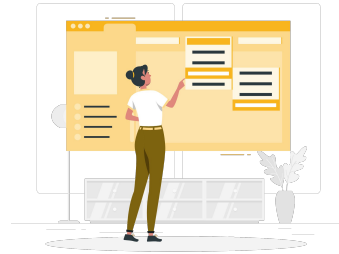
Locate resolution within 45 seconds or pick up the phone.



Take Action

Can I complete my interaction digitally?

How many transactions require a human touch for completion?



Resolve Issue

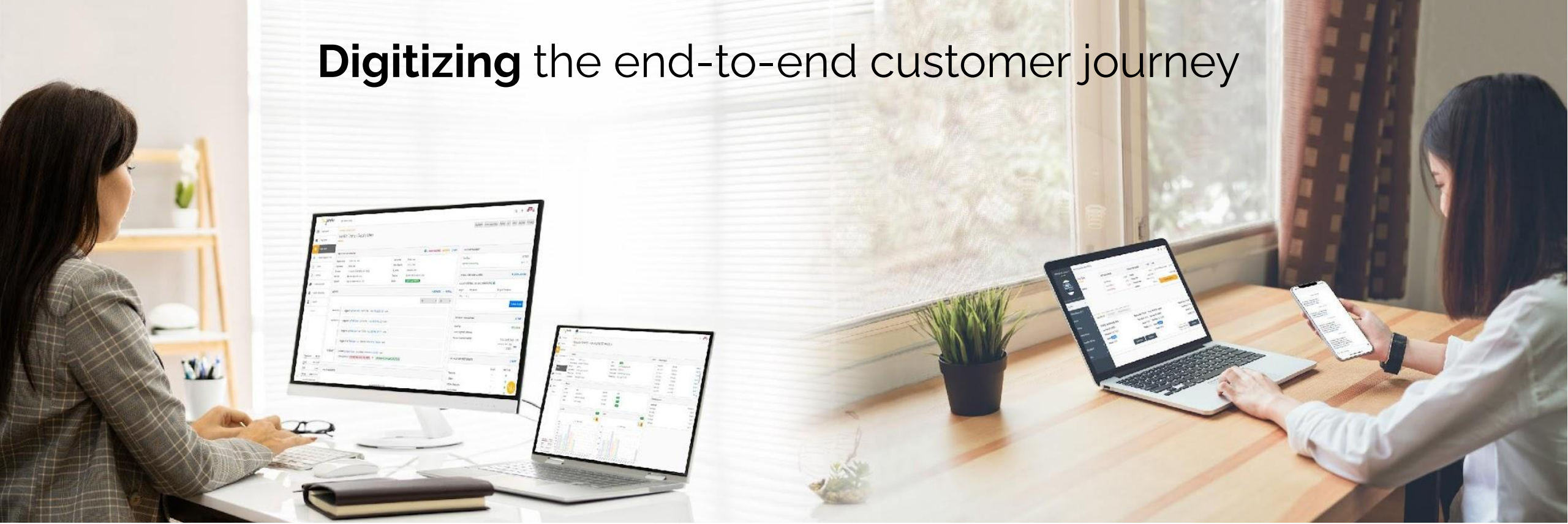
Is the interaction efficient for the resident and government?

Is the resident request handled automatically or does it require human intervention?

Transforming the Local Government Experience



Digitizing the end-to-end customer journey



GOVERNMENT STAFF

Time Savings

Less Stress

More Connected

Staff has more time

Residents are happy

Communication is improved

RESIDENTS

Simpler Experiences

More Convenience

Higher Satisfaction

Modern Government in Action

Total Residents

38,119

User Increase Since Aug 2021

500%

Emails Sent in 2022

177,578

Texts Sent in 2022

897

Savings

In-Person

\$11

Phone Call

\$3.50

Online

\$0.30

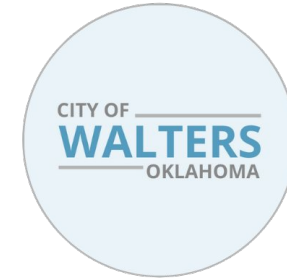
City of Walters, OK

Looked for ways to collect online payments and make more information available to citizens

200% Increase in online account creation since starting online services

46% Adoption from utility customers

15% Reduction in calls, walk-ins, and associated time spent



"FrontDesk has definitely surpassed our expectations. I'm excited for FrontDesk because it allows us to be caught up with the times and grow with our community."

Ashley Williams
Utility Billing Clerk
City of Walters, OK



Questions for
Contact us Today!
gWorks



www.gworks.com



(888) 608-7666



info@gworks.com



3905 South 148th Street, Ste 200
Omaha, NE 68144