



Citizen Engagement on ServiceNow®



Transform the citizen experience

Make it easier for your citizens to find a service or complete a task, by providing access to a single, secure, unified portal of council services. Our solution enables you to process a high-volume of citizen requests fast, with limited manual intervention. The outcome is a better experience for both citizens and employees.

Digital transformation enables government to put the needs of citizens first, and build more inclusive, efficient and effective services that are available 365 days a year. Giving you an opportunity to reimagine how services are delivered, because with digital technologies you can integrate and automate entire processes and deliver new services that enhance the lives of your citizens.

To fully realize this potential, you need to and treat citizens as customers, with unique needs and personalized user paths. Fujitsu can show you how to do this, having worked with Governments around the world on their digital transformation initiatives. We're used to managing complex hybrid environments and we can help you build personalized, responsive, end-to-end digital citizen experiences. With Fujitsu and ServiceNow you can streamline and automate your workflows to create simple to use services for your citizens. Resulting in a better experience, dramatic reductions in your operating costs, and more secure, stable operations.



How our Citizen Engagement service benefits you

1

Challenge

You know that digital technologies can help you be more efficient through the delivery of 'no touch' government services, but it's hard to know which services you should prioritize. You are also facing new challenges such as rapid urban growth and the need to communicate with your citizens in multiple languages.

Outcome

Through facilitated workshops using our Co-creation techniques developed over decades, we help you identify which services are ripe for digital transformation. We can quickly produce a mock up of the new service and show you how, with the click of a button, you can translate documents into many different languages and deliver a better citizen experience.

2

Challenge

You are under pressure to innovate faster and deliver better citizen experiences. But legacy systems are making it difficult to automate and streamline processes. You don't have the time or the budget to rip and replace these systems and so you need to find a way of building new cloud applications that integrate with your legacy systems.

Outcome

Our team can demonstrate how by using ServiceNow and the Customer Service Management (CSM) module, you can exceed citizen expectations with modern self services tools that allow citizens to get answers, make requests and view status updates on any device. We can show you how to seamlessly integrate new digital workflows into your legacy systems.

3

Challenge

You are facing an unprecedented demand for more services requiring new application development, but your IT department are spending most of their time fire fighting or maintaining legacy systems. You know that new applications will increase productivity, reduce costs and improve security, but your developers don't have the time.

Outcome

We make better use of your employees by automating low-level workflows, freeing your staff to focus on bigger challenges. Your IT staff will have access to Fujitsu and ServiceNow pre-built workflows and component libraries which dramatically reduce the time it takes to build self-service workflows and the citizen portal.



Example of a council portal. Council services, branding and style are easily modified for each local government organisation.



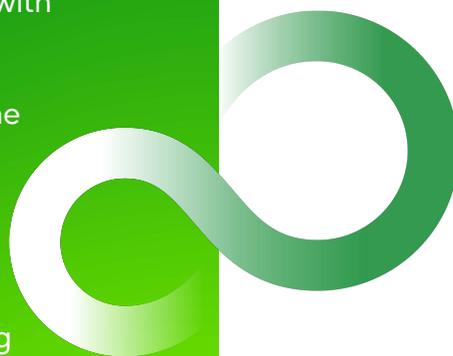
Key features of Citizen Engagement Self-Service Portal

Feature	Description
Self-service simple pre-built workflows	Citizen self-service transactional workflows such as: order a new bin online; check your refuse collection days; anonymously raise complaints. Any additional specific council services can be easily added by your team or our team.
School application and tracking progress	Citizen self-service online school applications and tracking progress, from registering a child online with the support of pre-populated fields, tracking the progress of the application, through to the offer of a place.
Self-service citizen complaint workflow	Citizens can anonymously raise an issue or a complaint to the council, such as reporting a cracked and dangerous footpath or a noisy dog. The case can be logged online whilst protecting the citizen's privacy.
Multi-lingual self-service access to information	Search for information regarding council rules and regulations, such as, building regulations, council services, or details on pets. The User Experience (UX) clearly navigates the citizen to the information they require. All policy documents and information are available in the user's choice of language.
Integrated Chatbot, Virtual Agents	Automate common citizen requests to resolve issues in seconds. Deploy quickly using pre-built conversations for key citizen self-serve scenarios. Drag and drop to build test conversations and then customize them for your council.
Multi-lingual forms and data entry	The solution offers multi-lingual forms and active data entry translation in any language. Informative council documents can be written once and translated into multiple languages at the click of a button negating the need for expensive translation services.
Seamless integration	Pre-built APIs make integrating your portal with your legacy systems seamless and efficient. Workflows are automated from citizen data entry through to fulfilment of the query, the application or the complaint raised.
Enhanced citizen service, 24/7, 365 days a year	Citizens get a better service, they no longer have to wait for staff to respond. The portal is available 24/7, 365 days a year. Proactive management of the online services prevents downtime and identifies any potential issues which need resolving.

How does Fujitsu support and deliver?

In workshops, held virtually or in person, our ServiceNow team uses proven methods that will help you to prioritize which service are ripe for transformation. Our experts collaborate with your team to generate ideas and convert them into eGovernment services using ServiceNow platform prebuilt workflows with embedded Artificial Intelligence and Machine Learning. We demonstrate how, by using no-code and low-code options, you will no longer be dependent on the IT department to deliver new no touch government services.

We draw on our decades of experience working with governments around the globe to help you redesign existing services and develop new innovative 'no touch' services that will improve the lives of your citizens and reduce your operational costs.



Our team works with you to convert your ideas into eGovernment services, within days or weeks

The power of Fujitsu and ServiceNow together

The number one challenge facing governments around the world is how to deliver more services with fewer resources, which is why more councils are accelerating digital transformation initiatives. Digital technologies enable you to provide citizens with fast access to more services 24/7, 365 days a year.

Our Citizen Engagement approach gets you there faster, using fewer resources. We help you define the vision and develop your ideas on how to deliver better citizen services. With our knowledge and experience in the ServiceNow platform, we can show you how to rapidly convert those ideas into services. Wherever you are on your digital journey, we can help you deliver the next wave of digital innovation and realize the benefits of 'no touch' council services.

Find out more here

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