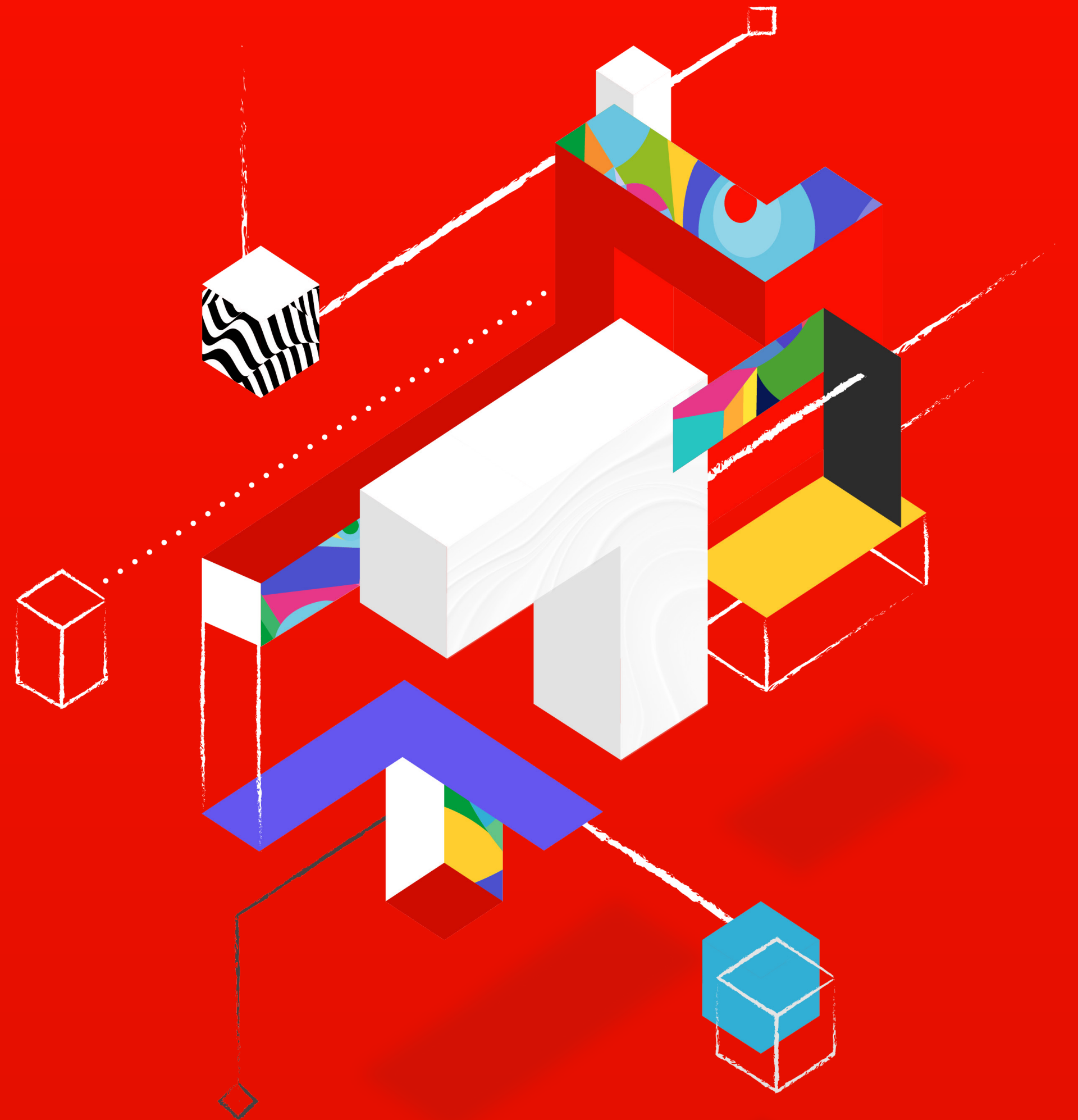


Create better citizen experiences.

Build seamless, secure digital enrolment and onboarding journeys.

 Adobe Experience Cloud



Connecting citizens to services.

From completing pension claims, to registering with a GP, when citizens interact with public sector organisations, it usually involves completing and returning a form.

HMRC alone receives 12 million letters and one million iForms every single year.¹

Given the critical role forms play in connecting citizens to public services, creating an easier, faster and more secure form filling process will help to create great citizen experiences

Citizens expect seamless experiences.

The world has adjusted to remote working and online-only interactions. Citizens now expect the same digital-first experience from public sector organisations. They want to access services in their own time. Self-serve. Fill out forms using their phone. Sign documents using their laptop. And receive quick, even instant, responses.

To keep up with changing demands and modernise citizen experiences, public sector organisations need user-friendly, responsive forms that let citizens onboard with ease on any device. And documents that can be created quickly, using interchangeable blocks to help improve operational efficiency and speed up processes.

That's where Adobe can help.



¹The HMRC Complaints Process, <https://www.att.org.uk/hmrc-complaints-process#:~:text=HMRC%20deals%20with%20an%20enormous,two%20billion%20transactions%20per%20year>

Helping you help citizens.

With Adobe Experience Manager Forms, government and public service organisations have powerful end-to-end solutions that transform the application and onboarding process.

Centrally managed in one place, forms can be tracked, shared and edited with ease, reducing form filling processes from 7 to 4.²



² Adobe, Moving the needle digital forms maturity, 2020

Lead citizens to happiness.

According to Forrester, improving the customer experience by one percentage point can drive huge gains in citizen satisfaction.³

To ensure a seamless experience on any device, anywhere, Adobe Experience Manager Forms convert legacy forms into mobile-responsive forms through AI and machine learning. So citizens can fill, sign and return forms on any device.

And because forms can be pre-filled with citizens' data, organisations can deliver a personal touch to millions, while speeding up the process to increase online enrolment conversion by up to 50%.²

³ Forrester, 2020, <https://go.forrester.com/blogs/improving-customer-experience-by-1-point-can-drive-more-than-a-billion-dollars-in-revenue-in-2019/>



Makes life easier. For everyone.

Forms that are hard to find and complete aren't just time consuming for citizens; they waste employees' time too. Call centre staff receive a high number of calls from citizens requesting help identifying and completing forms, while operational staff are challenged to handle and store huge volumes of paper and pdf forms.

Given that central government employs over 430,000 people in the UK, that's a lot of time to be wasting on complex form processing.⁴

Be faster and more efficient.

With Adobe Experience Manager Forms, form authors can create form fragments to use again and again. This dramatically reduces the number of forms needed, and therefore the number of forms needing support and updates. Authors can make multiple form updates at once, saving hours in resources and speeding up the delivery of new forms by up to 63%.⁵

⁴The HMRC Complaints Process, <https://www.att.org.uk/hmrc-complaints-process#:~:text=HMRC%20deals%20with%20an%20enormous,two%20billion%20transactions%20per%20year>

As part of the form filling process, Adobe Sign allows users to sign with just a tap or a swipe. Documents are signed and returned on average 28x faster, speeding up processes and ensuring more streamlined services as well as administrative processes.

Make workflows work seamlessly.

If receipt of a form currently kicks off a long-winded, complex, employee-driven workflow, then Adobe can provide a solution. Whether it's field workers trying to complete a digital form in an area with poor connectivity, or a citizen losing their internet at a critical moment, Adobe Experience Manager Forms' ability to save and resume means no-one has to start all over again.

Form workflows are automated and integrate seamlessly with the systems, processes and applications your organisation already uses, improving operational efficiency and allowing skilled employees more time to work on mission-critical jobs.

⁵ IDC, 2018 <https://www.adobe.com/content/dam/acom/en/modal-offers/pdfs/54658.en.aem.whitepaper.forms-idc-bv.pdf>

Signed, sealed, secured.

A huge challenge for government and public sector organisations is building and maintaining trust with citizens.

Trust in national government is currently at 27% in the UK.⁶

With Adobe Document Cloud we enable public service organisations to add value to every digital interaction with citizens, no matter what type of service they offer.

Although satisfaction with public services is generally good, public sector organisations can't afford to risk their reputation through data breaches.

Public Technology reports the U.K. Information Commissioner's Office received 495 data breach notifications from government entities in 2019–20. This is a 290% increase in comparison to the number of reported incidents in 2017–18.⁷

To maintain public trust, we help organisations ensure total compliance. Adobe Experience Manager Forms and Assets, including Adobe Sign, is designed to protect sensitive information, provide secure access and ensure legality. Signatures are enforceable as part of the Electronic Identification and Trust Services Regulation (eIDAS) and meet legal and regulatory requirements for identity documents and GDPR.

It's just one more way we help the public sector transform the way it works with smarter digital tools.



⁶ EY 2021, https://www.ey.com/en_uk/government/public-sector/how-can-digital-government-connect-citizens-without-leaving-the-disconnected-behind

⁷ Public Technology 2020, <https://publictechnology.net/articles/news/excl-white-hall-departments-reported-500-personal-data-breaches-ico-fy20>



HOW ONE GOVERNMENT ORGANISATION CUT DELAYS IN SENDING DOCUMENTS FROM 5 DAYS TO 15 MINUTES.

Adobe partnered with one government organisation to streamline over 1,000 versions of relevant documents to improve efficiencies in their processes. Using Adobe Experience Manager Forms and Assets to centrally manage external communications they were able to:

- Enable non-technical users to easily edit communications while staying on-brand
- Cut delays in sending relevant content from 4-5 days down to 15 minutes
- Scale external communication, optimised for any device in various channels
- Improve client experiences with streamlined communications and proposals

Why Adobe?

Adobe Experience Manager Forms offer public sector organisations an integrated solution that helps deliver digital services more efficiently. By streamlining and automating manual processes, forms can be quickly created, published and managed for millions of citizens, saving time and resources. With user-friendly, mobile-responsive forms and secure e-signatures, filling out forms becomes a breeze, improving citizen satisfaction and reducing abandonment issues.

Get in touch

