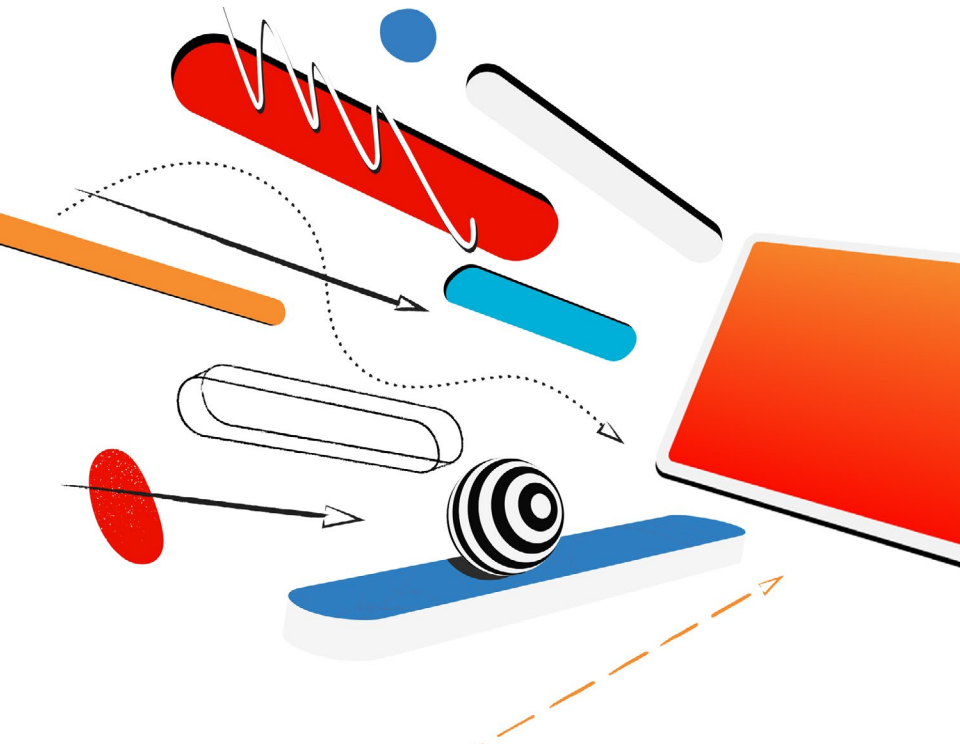




# How digital-first solutions can help your agency make a difference.

Striving for greater efficiency and better experiences in government.



# Out of necessity comes innovation in government.

The old proverb “necessity is the mother of invention” rang true for government agencies during last year’s pandemic-induced lockdown. Agencies took a giant leap forward in innovation and found new ways to serve the public—without paper-based, in-person interactions.

Agencies can build systems that deliver on the promise of a modern, digitally-focused government.

This renewed focus helps agencies identify solutions that improve both citizen and employee experiences.

For many agencies, a priority was modernizing forms processes so that employees could get their jobs done and ensure continuous service delivery. Agencies that hadn’t yet implemented digital enrollment and communications were forced to do so in a matter of days or weeks. Those that had already begun digitizing enrollment processes and automating workflows found new opportunities to increase efficiency and productivity. Some used their existing infrastructure, while others took the opportunity to expand their infrastructure and modernize further.

Government employees started working remotely and management and support shifted almost entirely online—but the transition wasn't always seamless. Employees who relied on manual processes, paper-based approvals, and internal security controls were overwhelmed and frustrated. The importance of their work intensified, but their ability to complete many tasks was restricted.

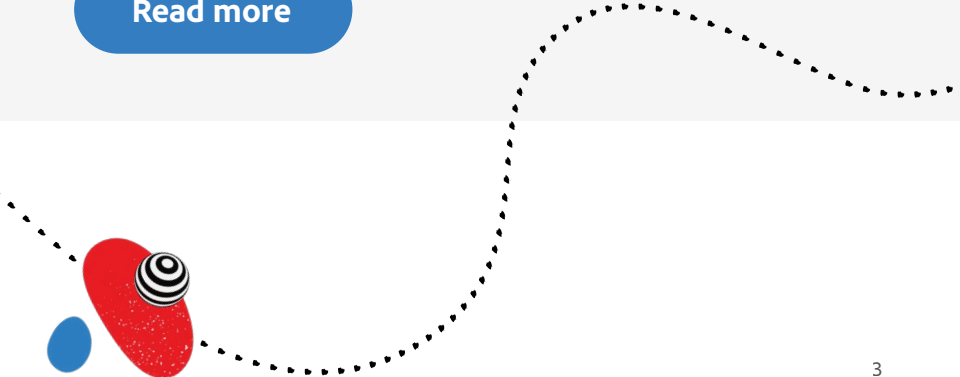
Those who could adapt, or had started the digital-first revolution earlier, had greater success.

*Case Study*

**Seattle keeps vital services going in the wake of COVID-19.**

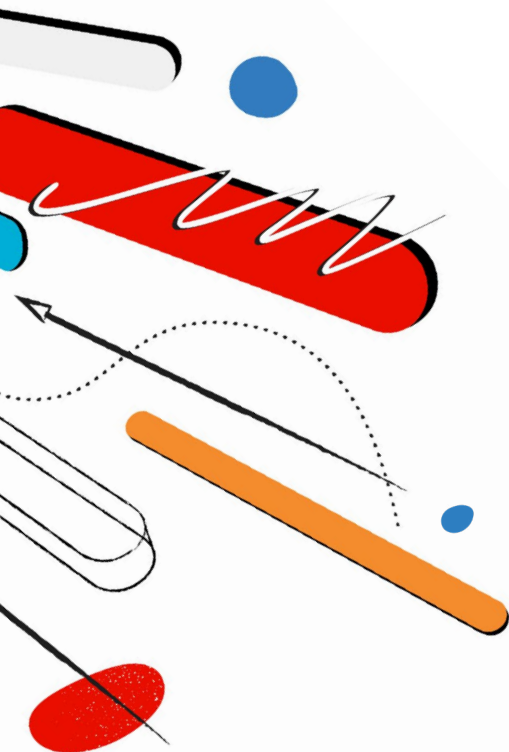
When COVID-19 took root, the [City of Seattle](#) acted quickly to provide 1,000 laptops and 3,000 Adobe Sign licenses to city employees. Within the first three months of 2020, e-signature transactions increased by 300 percent—and kept critical government enrollment and approval processes going without interruption.

**Read more**



**The push to increase government implementation of digital technologies and processes ensures citizen and employee experiences are consistent, reliable, and secure from anywhere they are.**

Digital solutions are also a critical tool in agencies' efforts to keep employees engaged and to deliver better services now and in the future. Read on to learn more about how digital-first forms and workflow solutions will make a tangible difference for your agency.





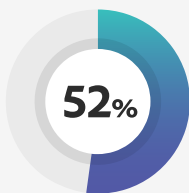
# The silver lining in digital challenges.

Moving government processes online is a game changer for your employees. And ultimately, it makes it easier and faster for the public to access vital services.

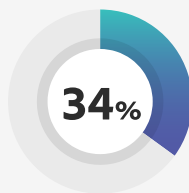
**Recent research shows that 63% of government respondents are planning to implement or expand their use of digital document processes and tools in the next 12 months.**

Now, more than ever, governments need better solutions to eliminate paper processes so they can empower remote workers and deliver mission outcomes without sacrificing productivity or compliance.

## Based on a recent independent Adobe panel survey:



52% of government agency leaders said delivering better government services is a top priority for modernizing systems.



34% said that improving employee satisfaction was a top priority, underscoring the need to find innovative partners.

Going digital ensures agencies can help more people. It also decreases turnover, reduces new employee training costs (in both time and expenditures), and sends employee satisfaction scores skyrocketing.



Studies show that **employees are 20% more productive** when they report being satisfied with their work.



**Healthcare expenditures are 50% higher** in high-stress organizations.



**Disengaged workers create 60% more errors** in their work, which can lead to a 50% increase in voluntary turnover.



**Replacing a single employee can cost 20%** of that person's salary.

# Four core opportunities to improve agency efficiency.

Digital forms and workflows are just the beginning of becoming a digital-first agency. By taking a holistic approach to digital adoption, both internally and externally, agencies can further increase efficiency and improve experiences. Solutions with features such as powerful analytics, content management, and multichannel communication tools provide a clear path forward.

By addressing four core areas in your modernization journey, your agency will be well on its way to seamless services and improved day-to-day experiences for your workforce:

## 1. Digitize forms and onboarding:

Adopting digital forms and electronic signatures will speed up enrollment in services and alleviate paper-based manual processes. It will also improve internal process management and security, employee onboarding, and agency procurement.

## 2. Emphasize collaboration:

Managing the entire project in one central place—from intake and planning to execution, delivery, and measurement—will facilitate better collaboration. In addition, by focusing on simplifying and automating the review and approval cycle, agencies can ensure that work is automatically routed and sharing is seamless.

## 3. Implement digital communications:

Streamlining your communications with the public is key. Many people depend on government employees every single day to help them get important services. With more employees working remotely, finding simple ways to get the right messages to the right people anywhere is more important than ever, and can be facilitated with campaign management tools.

Being able to meet a diverse public on their preferred channels and devices while maintaining stringent accessibility, security, and compliance standards is imperative.

## 4. Modernize your web presence:

It all starts with empowering people across your agency. Your content authors need to be able to create, manage, and deliver meaningful and modern web experiences across all channels. Implementing automation tools will help improve scalability across the board and allow for faster responses and more citizen engagement. By stepping up with modern content and digital asset management, your agency will be positioned to deliver personalized experiences for both the public and your employees.

## Case Study

### Remote team jumpstarts collaboration and reporting.

Collaboration and audit management became a challenge for one midwestern state's field tax offices when the pandemic required auditors to work from home. Managers lacked easy, efficient ways to track audit progress and tasks. Visibility into audits and control over processes were limited.

With a new focus that included auditing templates, the team was able to collaborate more effectively and consistently report on activities.

The new process enabled the audit managers and team to:



Pull reports to see groups being audited (typically around 10).



Keep up to date on activities and tasks.



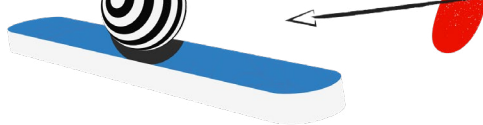
Make quicker decisions on eliminating wasted audited cases.



Seamlessly distribute assignments and provide assistance.

Going digital can benefit citizens and agency employees alike. No longer weighed down by lengthy process times, manual data entry, and difficult-to-locate paperwork, employees can allocate their time to more meaningful tasks, like helping the public find the answers they're looking for, getting quicker approvals, or ensuring they've signed up for unemployment or Supplemental Nutrition Assistance Program (SNAP) benefits.





# Key considerations when making digital improvements.

By keeping the following considerations in mind as they continue their digital transformations, agency leaders can more effectively gain buy-in from stakeholders, overcome obstacles, and position their programs for lasting success.

- **Identify internal partners to help champion your digital journey.** Every successful project has an advocate who understands the strategic objectives and helps translate the vision into real world outcomes. Recruiting an influential project champion is a best practice you don't want to overlook.
- **Maintain ongoing communication with employees** to address concerns and accelerate adoption of new solutions. Effective communication builds trust and helps align employees with your project goals.
- **Address security and tracking concerns** to ensure that technology meets (or exceeds) compliance standards and can adapt as necessary. As your agency pivots to a more digital business model, ensure that your systems and data are safeguarded—so you can maintain and build trust and confidence.
- **Calculate cost and time savings and report on other benefits** so your team understands the positive impact of these efforts.
- **Create fast time-to-value (TTV)** with a thoughtful implementation process. Keep TTV low by carefully mapping out each step of planned implementation and onboarding.

## *Case Study*

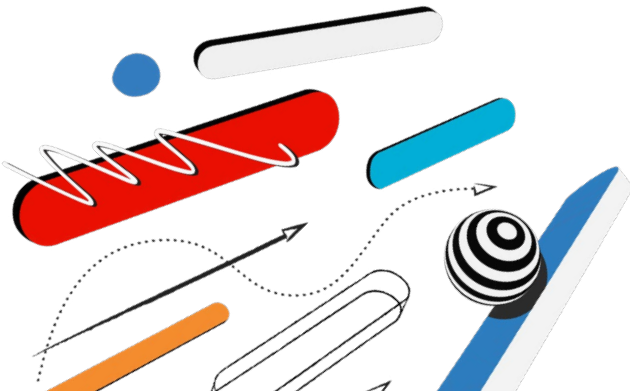
### **How the U.S. Census Bureau went digital.**

In 2020, the Census Bureau turned to technology to amplify reach and increase participation rates in the Census Survey—which meant modernizing one of the largest websites in the nation, containing over 5 million pages and 230 years of historical data.

After implementing Adobe Experience Manager, Analytics, and Target, the U.S. Census Bureau successfully launched its first nationwide online census with an estimated savings of \$15 million for each 1% increase in digital responses.

Additionally, the U.S. Census Bureau is putting their tools to work every day by testing site traffic and collecting engagement information—fueling data-driven decisions as they create personalized experiences for every citizen.

**Watch their story**

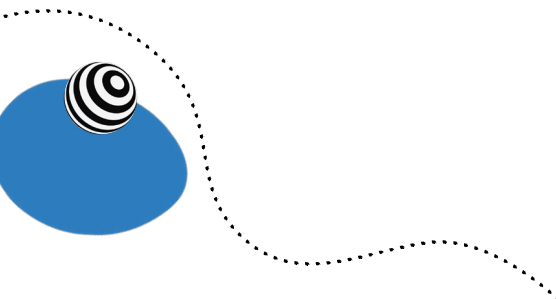


# How Adobe can help.

## Getting started.

At Adobe, we strive to change the world through digital experiences. In the public sector, this means helping government agencies provide improved and exceptional experiences for the public they serve.

- **Adobe Experience Manager Forms** makes digital onboarding simple and scalable across channels.
- **Adobe Sign** allows employees and citizens to send, sign, track, and manage signature processes using a browser or mobile device.
- **Adobe Campaign** helps agencies' communications teams create multi-channel, timely campaigns and adjust workflows and audience segment lists without involving IT departments.
- **Adobe Analytics** aggregates ad hoc and scheduled reporting to guide strategy, with an intuitive analysis workspace and data warehouse.
- **Adobe Workfront** manages and streamlines the entire lifecycle of work projects in one central place.
- **Adobe Experience Manager Assets'** integration with Workfront makes collaboration seamless by letting teams create, share, and store assets.

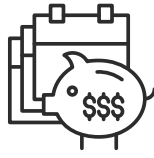




By automating your workflows with Adobe solutions, you can see significant savings in both time and money and make life easier for your employees:



ROI of **420%**.



**\$6.8 million** cost savings over three years.



Save users **1.5 hours** per transaction.



Save **2 hours** processing time by digitizing documents.

Find out more about how Adobe enables government agencies to drive efficiency and improve experiences for all. See what [Adobe for Government](#) can do for your agency.

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