Evaluate your agency's digital equity maturity.

Answer 8 questions to find out how mature your government agency's digital equity efforts are and learn strategies for maturing them faster.

Government agencies are tasked with the very important job of ensuring everyone has access to the support they need. That includes providing access to better digital services—for example, making it possible for people who don't own a laptop to find relevant information or apply for services on their mobile phone in their preferred language. With the right technology in place, your agency can also anticipate their needs and recommend the next best service. That's digital equity—creating equitable experiences for all citizens with the help of technology. And your agency's ability to serve the public depends on it.

How to take this brief quiz.

This self-guided evaluation will highlight the areas where your organization is either strong or weak in digital equity and offer suggestions for improvement. If you don't know an answer to any of the questions in this quiz, don't worry—just take your best guess. Think of this as a tool to help you on your way to delivering equitable experiences for all members of every community you serve.

Submit Application
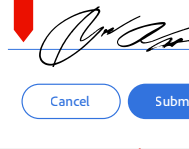
Let's start evaluating.

1. How do people apply for your agency's services?

A.   They must submit paperwork by mail or in person.

B.   They must apply and sign online using a digital form.

C.   They can choose how they apply—online or by submitting paperwork via mail or in person.

If your agency still relies on manual, inefficient, paper-based processes, both the public and your employees are shouldering the burden. People don't have the convenience of applying online. And productivity suffers when employees have to manually process paperwork that could otherwise be automated. Likewise, if your agency only provides digital self-service options, those with limited digital access or limited digital literacy are unable to get the in-person help they need. Offering online, mail-in, and in-person options for service inquiries is mission-critical for delivering leading, equitable experiences for everyone.

36%
of Americans used online government services for the first time because of the pandemic.

Source: BCG

2. How do users get their questions answered?

A. They call our agency.

B. They email a representative or general support.

C. They can call, email, or engage with a chat function to see if they can resolve their issue online.

Public-service agencies provide communities with the essentials, and delays in service can threaten the welfare of citizens. It's crucial to provide multiple ways to contact representatives 24/7. In addition to providing face-to-face service, representatives should be available by phone and email. The addition of a chat function can decrease call volume by allowing people to get their questions answered immediately, day or night. And when the chat function is connected to support channels such as call centers, each user's case info stays up to date.

70%

of users still experience problems when using digital government services across devices.

Source: BCG

3. How many languages does your website support?

A. 2–10 custom language translations.

B. All language translations via a plug-in (e.g., Google translate)

C. All language translations in addition to interpreter services.

There are over 7,100 languages spoken around the world. And according to Statista, only 25% of internet users are native English speakers. Offering digital services in multiple languages helps your organization reach more of the people it serves and encourages their participation. While plug-in translation services such as Google are helpful, custom language translations are more accurate and interpreter services make certain all questions are asked and answered without unnecessary confusion.

The US Census Bureau successfully launched the first nationwide online census and expanded citizen reach with **59 languages**.

4. How does your agency manage and utilize its user data?

A. Data is scattered across various silos, making it difficult to gather and act on insights.

B. Demographic and behavioral data is collected from multiple sources and stored in one central location, but data doesn't update automatically in real time.

C. Data access is set up so that everyone who needs it can view unified profiles and behavioral data that are updated in real time for a deeper understanding of every citizen and every interaction.

When data is siloed, it's nearly impossible to get a complete view of people's interactions with your agency and its services. This means you may not have a true understanding of the public's needs—whether that's the next best step to offer or the best place to engage with them. When data updates in real time, government agencies have the most time to react to and effectively support the public's needs.

The Los Angeles Department of Public Social Services used advanced analytics to get better insight into constituent data. With this information, the agency improved its website, consolidating **600 pages into 200**, adding **11 language options**, and increasing digital civic engagement.

5. How do you measure analytics?

A. We can measure basic web analytics, like which pages get the highest traffic and inspire the most enrollments.

B. We can use data to uncover patterns in user attributes and behaviors and better understand customer preferences and why they do what they do.

C. We can integrate data from multiple sources and use prescriptive analytics to recommend the next best action for the user.

Data is only as good as the insights it brings. Know what users want, why they behave the way they do, where they come from, and where they're struggling by syncing and automating data across touchpoints. For example, if users with disabilities are consistently dropping out of an enrollment process on a specific form or web page, agencies can use analytics to identify and address the accessibility issue in real time. Advanced analytics guide organizations to build and maintain the best digital experiences possible and help control costs and increase efficiency by identifying what's working with users and where to maximize efforts.

3.8%

4.4%

38.2%

" We can see what's happening on a day-to-day basis. We can use data to understand the patterns that we're seeing and interpret those events to know when we need to deliver services. Today, with the technology that we have, we can see those things that are going on before they reach a critical, or even sometimes dangerous, juncture. We can actually begin to deploy city services before they have to tell us.

William Zielinski
Chief Information Officer,
City of Dallas

6. How advanced are your content management and delivery capabilities?

A. We can only deliver HTML-based web experiences, and it takes in-depth technical abilities to create and deliver content.

B. Our content management system (CMS) allows even non-technical users to edit digital experiences and then publish that experience out to the web and other digital channels.

C. Our CMS makes it easy to create cross-channel digital experiences because it includes workflow tools, stores digital assets, and integrates with other systems for advanced analytics and personalization capabilities.

A website is a good start, but improving awareness about services and increasing civic engagement requires that agencies meet people where they're at with content that's available on multiple channels. To advance your digital equity maturity, first make sure you can deliver information on multiple channels and ensure access to all services from any device. The next step is to integrate your CMS with analytics and personalization software so you can tailor content to individual citizens and meet their specific needs.

4.5x
increased reliance on smartphones for online access among marginalized communities.

7. What level of personalization can you offer people who interact with your agency digitally?

A. We offer basic personalization, like customizing emails with a first name and communicating with individual users as part of a segment.

B. We can personalize experiences based on individuals, not just segments, like suggesting a service they might need or a reminder to update their contact information.

C. Our digital experience platform generates real-time insights and incorporates intelligent decision-making to adapt content for every single person at every moment and offer the next best step.

If you give people generic experiences that aren't catered to their specific needs, they're less likely to pursue your service and get the support they deserve. To advance your digital equity maturity and deliver personalization at scale, your agency must be able to gather insights from all available sources as they occur and make these insights available to any team member who needs them. Personalization at scale can't happen without the help of artificial intelligence, which can determine the next best step for every person and deliver the appropriate content or service suggestion.

79%
of users expect .gov experiences to be on par with private-sector services.

Source: Advanis

8. Do you have people and processes in place to monitor and improve the public's digital experience?

A. We have no one committed to monitoring and improving the public's digital experience.

B. We have an executive (e.g., a chief experience officer) dedicated to digital experience but no cross-departmental strategy for implementing improvements.

C. In addition to executive support, we have a dedicated committee or a team of experts across the org responsible for digital experience, as well as a process in place to make regular improvements.

Data is the key to digital equity, and that includes tracking data that measures the performance and capabilities of the digital experiences you're providing. Start by assigning responsibility to one executive who can take the initiative to create a team to monitor and measure digital progress and make sure your organization is meeting the needs of members of all your communities.

" No one can tell you unless you've actually experienced what a joy it is to help your fellow citizens. And there's no better feeling at the end of the day than to go home and look at yourself in the mirror and say 'Today I had an impact'

Margie Graves

Senior Fellow,
IBM Center for the Business of Government

Now that you've finished evaluating your organization's digital equity maturity, it's time to tally up your results.

	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**
A.								
B.								
C.								

- **Mostly A** answers indicates your agency is in the ***beginning phase*** of digital equity maturity and could use significant improvement.

- **Mostly B** answers indicates your agency is in the ***intermediate phase*** of digital equity maturity, which leaves plenty of room for improvement.

- **Mostly C** answers indicates your agency is in the ***advanced phase*** of digital equity maturity, with the potential to deliver even more equitable experiences.

Find the right category on the following pages to learn a bit more about where your organization lands in creating equitable digital experiences—and what possibilities are in store.

Results

Beginning

Your organization is just starting out—and opportunity is knocking.

Congratulations on completing the quiz and getting a better idea of where your organization falls on the digital equity maturity scale.

Right now, your agency is using little to no personalization tactics or simply personalizing based on visitor click behavior. With the right technology supporting your digital experience endeavors, you can speed up content creation and delivery and truly scale personalized experiences across all channels. That means giving each citizen the information and services they need at the exact moments they need them.

Take the next step.

Read *Make Today's Government Dream a Reality* for a stepwise plan for advancing your digital equity maturity with personalized experiences.
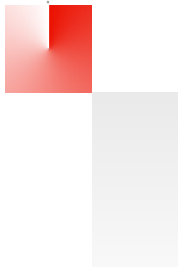
Intermediate

Your organization is on its way—but there's still work to do.

You're on your way to delivering equitable digital experiences for all but could use some support from technology.

Right now, your agency can personalize citizen experiences based on behavioral data, but insights may not be generated in real time and the citizen journey may not be captured on every channel or device. With the right technology supporting your digital experience endeavors, you can speed up content creation and delivery and truly scale personalized experiences across all channels. That means giving each citizen the information and services they need at the exact moments they need them.

Take the next step.

Read *Make Today's Government Dream a Reality* for a stepwise plan for advancing your digital equity maturity with personalized experiences.

Advanced

**Your organization has advanced along nicely—you're ahead of the curve.**

Congratulations! You're leading the way with digital equity.

You can collect data from all your sources and access and act on real-time insights to deliver the best experiences possible to members of all communities. Adobe can help future-proof your digital transformation and personalization efforts to support new and emerging channels and media.

Learn how Adobe can help your agency make even more significant strides toward digital equity maturity and increase your ROI in as little as six months.

Take the next step.

Read *The Total Economic Impact Of Adobe Document Cloud And Experience Cloud For The Public Sector.*
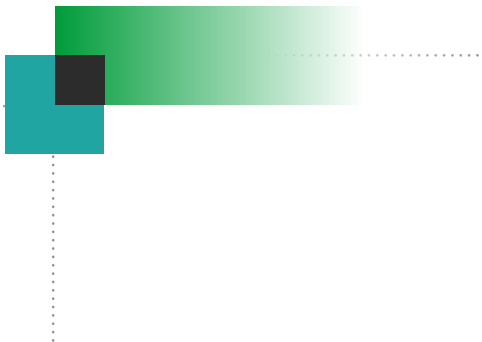
Adobe can help.

Digital asset management, efficient workflows, and analytics and personalization capabilities speed up content creation and refine messaging to make sure it's relevant to each person. No matter where you are on the digital equity maturity scale, Adobe's suite of solutions for the public sector can turn your agency into a leader in delivering equitable digital experiences.

Adobe Experience Manager

Citizens, businesses, and government employees all deserve a user-friendly digital experience. With rich analysis, content management, and hyper-personalization tools, your government agency can make its services accessible for all.

Adobe Analytics

Don't just crunch the numbers. Get real insights so you can make smarter decisions with industry-leading web analytics technology.

Adobe Target

Deliver personalized experiences on every channel, run A/B and multivariate testing, then automate and scale your efforts with artificial intelligence.

Adobe Experience Manager Forms

Enhance the speed and accuracy of agency services with mobile-friendly forms, workflow automation, and digital documents.

Adobe Sign

Provide citizens and employees with a simple way to find and complete secure, accessible online documents and forms that can be sent electronically or by mail.

Create simple, seamless, and secure government experiences.

Learn more

Sources

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