Adobe

Experience-Driven Government
Putting people at the center of health and human services delivery

What is Experience-Driven Government?

It's providing accessible, equitable services at the right time and channel in a person's journey—and centering each experience on their personal needs and preferences. Adobe's purpose-built strategy helps government extend its digital capabilities, so it's better equipped to engage customers, streamline services and create a modern, connected experience—online and offline. As a result, agencies can save costs, improve staff capacity and create positive outcomes for benefits recipients.

What's driving the need for Experience-Driven Government in HHS?

Rising expectations

Citizens want personalized, trusted experiences like they get in the commercial sector.

79% expect .gov experiences to be on par with other online services (banking, retail, etc.)[1]

57% of Americans surveyed prefer to access government information via the web.[2]

Sub-par digital experiences

48% of benefits programs do not have a mobile-responsive website.[3]

40% of state unemployment websites do not meet basic accessibility standards.[5]

25% of state Medicaid websites are written at a 9th grade or higher reading level[6]

70% of users experience problems when using digital government services across devices.[7]

Takeaway: Digital government isn't keeping pace with needs in the digital era

How does Experience-Driven Government deliver value?

It helps government meet urgent needs in 3 areas:

1 Seamless Experiences for Clients

- Proactively drive service awareness, utilization, and engagement
- Provide more equitable access to resources across languages, devices, and channels
- Reduce customer service calls and wait times with improved self-service
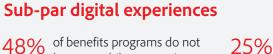- Improve timeliness with digital forms and e-signatures

2 Efficient Government Operations

- Save millions of hours with intuitive, integrated experiences
- Increase staff capacity though automation, freeing up time for higher-value tasks
- Realize millions in economic impact, time savings and cost savings
- Attract and retain skilled technical talent
- Reduce material costs tied to unnecessary office visits and paper processes

3 Stronger Trust & Reputation

- Improve customer satisfaction, protect privacy, and increase public trust
- Be recognized as a national leader in digital government
- Increase compliance with WCAG 2.0, 21st Century IDEA, Paperwork Reduction Act and other mandates

Time Savings
~2.4M hours
a year for customers & employees (Modeled for a state with 3M residents)

Call Center Optimization
50% reduction
in call volume

Cost Savings & Economic Impact
$13,000+
a year per state resident[8]

Productivity
33% increase
in speed of compliance and regulatory reviews[8]

1,2. Advanis & Adobe Public Services Offering Survey 2021 N = 1080 US-based participants aged 18-65 | 3,4. The Code for America Benefits Enrollment Field Guide | 5. "Most State Unemployment Websites Fail Mobile and Accessibility Tests", ITIF | 6. Code for America | 7. The Global Trust Imperative Report by BCG & Salesforce | 8. Forrester Total Economic Impact (TEI) for Public Sector Report

How is Adobe Experience-Driven Government unique?

Adobe brings best practices from the private sector to provide intuitive, tailored customer experiences in government. We differentiate our offering with:

- **Real-time information and service recommendations** that intelligently guide citizens through service journeys—with automated decisioning in seconds
- **Unified customer profiles** that give a holistic view of user attributes and behavior across programs, agencies and channels
- **Paperless experiences** that improve back-office operations, document workflows and program engagement
- **Unmatched experience** helping commercial brands achieve personalization at scale, and moving government agencies up the maturity model

How does Adobe help government become experience-driven?

Adobe meets each agency wherever they are in their modernization journey. We'll help you assess your current digital maturity and take progressive steps to become a fully experience-driven organization. Our 5-step maturity framework drives benefits at each stage of transformation.

Digital Maturity	Nascent	Basic	Emerging	Advanced	Cutting-Edge
Current Experience	**Static Websites** Service catalog with few digital service options and no personalization; no data strategy	**Inconsistent Digital Tools** Challenging navigation for some services, with inconsistent look and feel across websites	**Connected Experiences** Light personalization across channels with segmentation strategy, including anonymous	**Unified Profile** Digital self-service across channels with single sign-on across services	**Experience-Driven Org** Unified portal with proactive, intelligence-driven recommendations
Technological Capabilities Needed to Advance	**Web Modernization** Content Management System, Web Analytics	**Digitalization** + Journey Analytics, Digitized Forms and e-Signatures, Assets Manager	**Citizen Engagement** + Testing & Optimization, Outreach Tool, Commerce	**Call Center Optimization** + Customer Data Platform, Journey Orchestration	**One-Stop Shop** + Advanced Prescriptive Analytics, Unified Platform
Benefits for Citizens	• Improved web experience • Greater digital use for state services	• Improved accessibility • Mobile-friendly web • Improved trust from branding consistency	• High customer satisfaction • Expand digital literacy • Improved awareness and enrollment in services	• Fully digital self-service and time savings • Data governance for enhanced privacy	• Seamless digital government experience • Significant time savings • Measurable gain in web engagement, outcomes
Timeline to Activate Stage	4-6+ months	6-10+ months	10-15+ months	15-24+ months	2 years from start of digital transformation

Success Stories

Fighting COVID-19: How CDC is delivering critical information

State of Oklahoma Taps Adobe for Web Modernization Project

L.A. County Department of Public Social Services Achieves Digital Makeover

Next Steps

Discover what Experience-Driven Government can do for your agency.

Contact us at usagovernment@adobe.com or visit adobe.com/gov