



EBOOK

How personalisation can deliver for citizens and government.

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Adobe and Deloitte's *A blueprint for enhanced citizen experiences* report recently highlighted that citizen trust in government has risen during the pandemic¹, as Australians relied on digital access to official information and public services. However, as many citizens interacted with government in new ways, they saw room to improve their digital experience.

Our first eBook in this series showed that many citizens encounter inconsistent information across government websites and had to search in multiple places to find what they need. That may help explain why a substantial number of Australians have been turning to non-government information sources for government-issued information.

We also highlighted that many citizens would use government services more if they were personalised. This includes having their previous interactions with government remembered and the experience tailored to their location. While foundational, these aspects can help government better connect the citizen journey across assisted and non-assisted channels, enhance public service delivery, and importantly, ensure that everyone has the same level of access, no matter their circumstances.

In this eBook, we examine:

- What personalisation actually means in a government context.
- Personalisation as a natural evolution of the human centred design work already undertaken by many departments and agencies.
- How personalisation can enhance the digital experience and drive efficiencies for citizens.
- Personalisation as a driver of more equitable public service delivery.
- Examples of world-leading programs and the benefits they deliver.

¹Reference: Riley (2020), Trust in gvt surges through pandemic: Study. Innovation Aus



Enabling efficiency and access.

Delivering a personalised digital experience has been pursued extensively by private sector businesses, with the intention of keeping consumers on businesses' websites and guiding them towards a purchasing decision.

For personalised government services, the opposite is true. By remembering a citizen's previous online and offline interactions, specific circumstances, or understanding what they need based on their location, government can reduce the time that citizens spend on government sites.

This has the potential to ensure that citizens can efficiently get what they need, but also that everyone, whether they are in metro, regional or remote communities or from different backgrounds, can have access to tailored government services.

Many government departments and agencies are already on this path, building processes around the needs of citizen populations. Personalisation is therefore a natural evolution, adjusting processes so that the delivery of government services is equitable.

How personalisation works.

Personalisation of government services tailors the digital experience to an individual citizen's context, making it easier for citizens to find the right information at the right time. It does this by harnessing the digital signals that citizens send as they interact online and offline and by connecting the citizen journey across these channels.

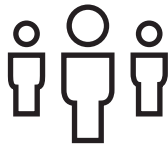
Personalisation starts when a person first enters a channel anonymously in a logged off state, then information such as location, device type and browser are used to better understand their needs. This journey extends to when a user has logged on and you know specifically who they are.



Creating connected, consistent, relevant digital experiences.

Our first eBook examined the issues citizens encounter when interacting with government through both assisted and non-assisted channels. That includes inconsistency of government information and having to go to multiple places to get what they need. Most citizens also cited delays and long hold times. Using people, technology and processes to tailor the experience holds the potential to address these issues.

Problem



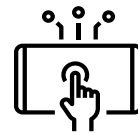
50%

50% of citizens find information inconsistent across government sources



22%

22% of citizens have to check multiple sources to get what they need



59%

75% of citizens note long hold times when interacting with call centres

Solution



Having one central place for official information that is delivered consistently to all relevant government sites via APIs



Real-time unified profile that can intuitively serve information based on individuals' context and needs



Omni-channel personalisation using online and offline behavioural segmentation

Tailoring experiences whether citizens are in Broome to Ballarat.

Many government departments and agencies have adopted human centred design to ensure they understand the citizen journey. This has led to stronger processes and workflow efficiencies that are informing the development of more citizen-centric government services.

Having transformed legacy processes into digital solutions, the next step for departments and agencies is understanding how to adjust this for different segments of the citizen population.

That means citizens in regional or metro areas, or those with high or low needs, are provided with an experience that accounts for their circumstances. This could include what language a page is delivered in, or how a page renders for a citizen in a regional location.

Digital maturity and pathways to a better citizen experience

1. Digital leadership

Focus on digital transformation from leaders in government



3. Activation

Taking control of content and leveraging data and insights to create a unified profile of the citizen



2. Human centred design

Mapping the citizen journey and touchpoints, aligning teams across the journey



4. Orchestration

Delivering a connected, dynamic and personalised citizen experience

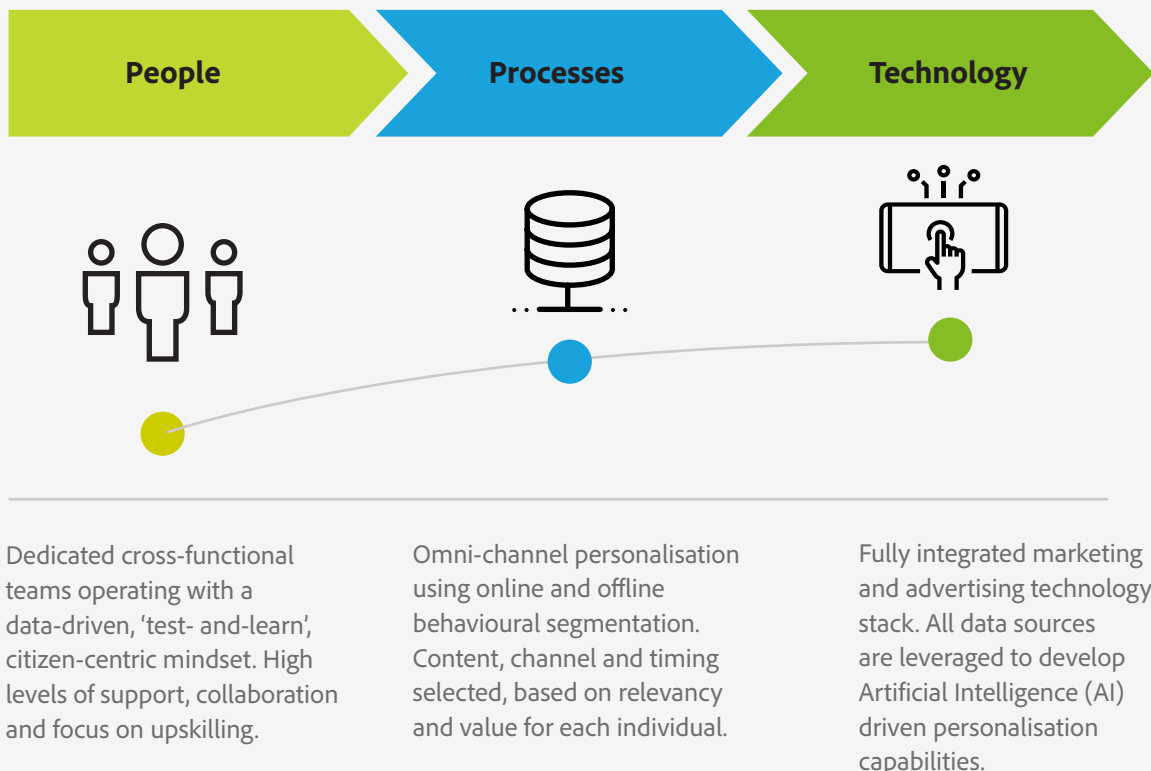


Moving towards personalisation.

Many government departments and agencies have already committed to advancing digital transformation initiatives and taking a citizen-centric approach. However, given there are currently around 64 million web pages across government websites at all levels, managing content is an ongoing challenge.

In the absence of a truly connected view of the citizen across government's assisted and non-assisted channels, there is also an opportunity to better use a combination of agile teams focused on data-driven insights, and enabled by technology, to move up the digital maturity curve.

At the top of the personalisation and capability curve



Personalisation in action.

There are global examples of governments around the world personalising public information and services to make their interactions with citizens more fit-for-purpose.

Canadian Government

Delivering personalisation through a single view of content



The Canadian Government launched Canada.ca in 2015, a new cloud-based digital foundation that consolidated department and agency websites to deliver a seamless, unified citizen experience.



The project increased trust in government among citizens using the site, and improved accessibility and content consistency.

Singaporean Government

Delivering personalisation through a single view of data



The Singaporean Government's 'GovTech' Strategy uses real-time behavioural data to understand citizen journeys across agency sites.



This provides a more accurate, holistic, view of citizens to inform the delivery of personalisation and enhanced digital services.

Overcoming perceived challenges.

There are a number of long-held misconceptions about personalising government services, often starting with a perceived lack of citizen demand. Our research not only shows that many citizens would use government websites more if they remembered their previous interactions or knew their location, but that many commonly cited myths can be debunked.

Rethinking roadblocks

Myths	Realities
Citizens don't want it.	Citizens expect personalisation as an integral part of their online experience. Personalised services provided by businesses are shaping citizen expectations of their public sector interactions. Most people are also willing, or more likely to, opt in for tailored experiences if it could enhance service delivery.
It's too difficult or expensive.	Personalisation has a low barrier to entry and it's very easy to get started. By leveraging customisable, affordable, off-the-shelf technology, departments and agencies can start small with readily available data before expanding capabilities over time.
It's prevented by legislation.	Personalisation is encouraged by legislation. In Australia, privacy legislation guides departments and agencies seeking to provide a consistent and high standard of personal information management, considering the rights of the individual.
There are privacy and security issues.	There are security benefits. A Deloitte Access Economics report on improved services shows that reliability and data security is a highly rated benefit of public cloud. Further, the Australian Cyber Security Centre Protected Certification provides more certainty around the security of vendors, including data processing and storage requirements.
It's purely a marketing tool.	Personalisation is about equitable service delivery. Personalisation improves accessibility, enabling digital services to accommodate people with more complex needs, including vulnerable Australians, those in rural and remote regions, those speaking different languages or suffering mental or physical handicaps.



Benefits and conclusion.

Personalised public services can deliver significant benefits to citizens and government, particularly in an environment where surging digital engagement isn't always alleviating call centre volumes. Creating a connected journey by using data to understand a citizen's behaviour and needs not only helps every Australian find what they need but can allow them to do it quickly. It provides a clear pathway to deliver on the finding from previous Adobe and Deloitte research that enhancing the digital experience can save each Australian adult one day a year².

Beyond these efficiencies, further benefits include:



Greater equity in public service delivery

by knowing who a citizen is, what they require and intuitively guiding them to the right place. This is particularly important for hard to serve cohorts and therefore crucial for equitable service delivery.



Greater trust in government among citizens

trust has been rising through the pandemic and by delivering more effective public services, that can be further embedded.

To hear more on Adobe in Government search Adobe Solutions for Government.

²Reference: Deloitte and Adobe, Rethinking the digital dividend report 2019.



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