An easy, effective approach to digital service delivery in government

 Seamlessly manage the lifecycle of digital transactions
Connecting with the connected citizen

The world has changed.

With smartphones at their fingertips, today’s citizens are connected and empowered, and they expect – often demand – a smarter customer experience.

Today’s most outcome-focused government departments are taking notice, embracing the winds of change and adopting the service models of the private sector, where an obsession with the customer has become paramount to survival.

Trailblazing departments are treating citizens like customers, putting them at the centre of everything they do and Salesforce is helping them do it.

**Empowering government**

The connected citizen wants more from their government. They want self-service tools, instant SMS notifications and 24/7 access. They want the easy ability to log an issue, apply for a permit and obtain health information online – and this list is ever-growing, their preferred channel ever-expanding.

The Salesforce Customer Success Platform offers a rich set of features that gives you the ability to meet these demands. By accessing the functionality needed to deploy modern tools and achieve a single view of the citizen, you’re able to deliver a higher quality mission – faster.

Salesforce is empowering government departments and agencies to build stronger connections with citizens. We can help you be more responsive, effective and efficient.

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Conquer the digital dilemma with Salesforce

The world’s #1 enterprise cloud technology is built for government.

The ‘digital dilemma’ is causing widespread headaches in the public sector. Bridging the gap between where you want to expend resources (on continually innovating and improving processes) and where you’re compelled to (on costly maintenance of legacy IT systems) is a real problem.

To solve the digital dilemma you need a cloud platform that meets success criteria. Gartner has identified five success criteria when it comes to enterprise cloud platforms – it needs to be innovative, trusted, open, fast and easy.

Salesforce Government Cloud ticks (and exceeds) all those boxes.
Five success criteria for cloud technology

**INNOVATIVE**
- Declarative development – clicks not code
- Always on the latest version, with three seamless updates a year
- Customer-inspired enhancements
- Access to today’s and tomorrow’s technologies (mobile, social, AI, etc)

**TRUSTED**
- Secure environment, with global and Australian privacy and security compliance
- Transparency through publicly-available Trust.salesforce.com, providing real-time information on system performance and security
- ASD IRAP Certified

**OPEN**
- Access to millions of developers, thousands of partners and AppExchange
- APIs to connect any system, plus Salesforce Einstein to make your data intelligent
- Instantly available on any device (desktop, tablet, phone, watch, etc), without any extra code or programming
- Connect with any internal or external system from any device

**FAST**
- Customisable, multi-tenant environment, with the benefits of scalability
- Zero software install
- Agile, day one development, configuration and customisation (200ms response)
- Amazing performance, delivering more than 4 billion transactions per day to 150,000 customers

**EASY**
- Business Analyst prototype development, with clicks not code
- Salesforce manages 100% of the hardware and software
- Everyone can learn Salesforce for free with Trailhead
- Extensive partner network
Solution: Digital Service Delivery

Salesforce has solutions designed to fit your mission.

Gone are the days when face-to-face and phone were a citizen’s preferred communication methods. Now it’s a complicated mix of social media, live chat, email, web form, mobile app – and the list goes on.

With Salesforce’s Digital Service Delivery solution, you can revolutionise the way you deliver service in a digital age, connecting with your citizens by creating experiences that are dynamic, responsive and tailored to their needs.

Digital Service Delivery provides the ability to seamlessly manage the lifecycle of a digital transaction. From an online self-service transaction – such as an application, complaint or social media interaction – through to the internal assignment, assessment and reporting of the case.

When combined with integration middleware, this pattern also facilitates a pace-layered approach, where Salesforce is the nimble engagement layer on top of a legacy system of record.

REVOLUTIONISE THE WAY YOU connect with citizens in today’s digital age.
Digital Service Delivery capability suite

Salesforce’s Digital Service Delivery solutions include...

1. GRANT MANAGEMENT
   - Apply
   - Assess
   - Award
   - Acquit
   - Actionable insight

2. SOCIAL MANAGEMENT
   - Social listening and engagement
   - Journey management
   - Subscription management
   - Publishing of content
   - Actionable insight

3. ENQUIRY MANAGEMENT
   - Omnichannel contact centre
   - Case management
   - SLA and entitlements
   - Knowledge and self-service management
   - Actionable insight

4. ECONOMIC DEVELOPMENT
   - Omnichannel contact centre
   - Opportunity management
   - In context collaboration
   - External partner portals
   - Actionable insight
Customer spotlight: Transport for NSW

New South Wales’ public transport authority is one government agency transforming its digital service delivery.

If there’s one thing people love to gripe about, it’s public transport. Too late. Too slow. Too crowded. While many organisations shy away from complaints, Transport for NSW is embracing them.

The public transport authority that manages bus, train and ferry services throughout NSW has set about building a responsive and innovative transport network that truly listens to its 600 million annual customers.

Giving commuters a voice
Transport for NSW wanted to make it easy for customers to make contact, provide feedback and get useful information about their daily transport services. Relying on the capabilities within Salesforce’s Digital Service Delivery, Transport for NSW is now able to receive and action feedback instantly and seamlessly.

The feedback system has been built around Transport for NSW’s nine customer satisfaction drivers, which include timeliness and cleanliness. It’s used to gather real-time insights – across all customer satisfaction drivers and modes of transport – to improve the customer experience.

Initiatives like this, together with the authority’s ongoing commitment to use customer insights to drive innovation, have set Transport for NSW up for an exciting future.
Contact us to talk about solutions from Salesforce Government. We'll help you set up a strategy to start connecting people and streamlining processes like never before.

QUESTIONS?
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or visit us on: www.salesforce.com/au/solutions/industries/government/overview