Human services: Technology that transforms lives

Better outcomes through collective impact
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.

Today’s citizens are connected and empowered, and they expect – often demand – a smarter customer experience.
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)

**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

**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

**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

**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
Solution: Human Services

Salesforce can help you provide service with impact.

Delivering positive human services outcomes requires understanding joined up by data and context. Imagine what your agency could achieve if you had real-time access to up-to-date information on both clients and providers.

Salesforce’s Human Services solution is unique. It operates as a single platform for both internal caseworkers, and external service providers and clients, and allows for data to be entered once and shared appropriately. This is without the need to maintain costly and fragile integration points.

To be able to deliver the positive, collective impact of multiple people working together for the single purpose of improving people’s lives, you need secure communication in context and a flexible workflow that allows for easy cooperation.

We’re currently partnering with human services agencies in Australia, helping them provide better engagement with the people they serve. We’re making it easier for caseworkers to do their jobs and give their clients the help they need to work towards better outcomes.

Salesforce’s Human Services solution includes a customer-centric case management application that allows for cases to be easily assigned, assessed and actioned. With a holistic view of the individual, you can easily determine their relationship with other people, the external service providers assisting with the case, and the plan that’s going to help them lead a better life.

SALESFORCE HAS SOLUTIONS designed to fit your mission.
Human Services capability suite

Salesforce’s Human Services solutions include...

1. **CHILD PROTECTION INTAKE**
   - Report abuse
   - Structured assessment
   - Court orders
   - Care plan
   - Team coordination
   - Actionable insight

2. **CHILD PROTECTION PLACEMENT**
   - Assessment
   - Referrals
   - Payments
   - Court orders
   - Placement
   - Actionable insight

3. **FAMILY VIOLENCE MANAGEMENT**
   - Information provision
   - Referrals
   - Intake
   - Court orders
   - Payments
   - Actionable insight
Customer spotlight: NSW Department of Family and Community Services

NSW Government’s Family & Community Services (FACS) is using technology to improve lives.

FACS recently embarked on the innovative, two-stage ChildStory project, which aims to improve outcomes for children and young people experiencing abuse and neglect, by leveraging the power of technology.

The ChildStory program places each child supported by the child protection system at the centre of their story, with a network of family, carers, caseworkers and other service providers around them – all connected through technology.

By relying on the capabilities within Salesforce’s Human Services solution, FACS is able to provide children and their families with easier access to information.

With better tools, caseworkers can spend more time working with the child, and service providers are able to collaborate and share information more easily, coordinating care so the child gets the best outcome.

Making it easier for mandatory reporters

Part of the initiative is the new ChildStory Reporter website – a tool designed to support mandatory reporters of child abuse (doctors, police, teachers, etc) by providing them with the resources they need to fulfil their obligations, in their own time.

A key feature of the site is a structured decision making tool, which helps reporters determine if the child is at significant risk and an official report to the Child Protection Helpline is needed. This also helps allocate departmental resources appropriately.

The ChildStory Reporter website is taking a very complex and serious issue, and guiding mandatory reporters through the process, encouraging compliance through good UX design.
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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