

ENHANCING CITIZEN EXPERIENCE

through Unified Communications (UC)

Learn how Mitel can support governments in delivering exceptional citizen experiences.

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 **Mitel**
Powering connections



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1 The Evolution and Importance of Citizen Experience in the Public Sector

The advent of citizen experience is helping to drive digital transformation across the whole public sector. But to fully realize its benefits, organizations must act now – designing and implementing a future-ready UC platform that can keep up with citizens' evolving needs.

Traditional Citizen-Government Interactions

Government entities are facing increasingly high demands and expectations from the public about citizen experience and the services they provide.

Citizens now expect the same high-quality experiences they're used to receiving from businesses in the banking, retail, and hospitality sectors. And they expect them to be delivered over familiar channels of communication.

But it's clear there's a disconnect. About 70% of surveyed government managers feel that their customer service is equal in quality to what citizens might expect from the private sector. Yet, citizens rank the government far behind other industries.¹

The new age of digital connectivity is significantly improving access to essential services by reducing long queues, tedious paperwork, and bureaucratic processes. There's now a drive for seamless citizen experiences, focusing on accessibility and self-service.

But there are complications to navigate before this can be accomplished, including reinforced legal and security standards and increasingly restricted resources. To start their journey towards better citizen experiences, public entities must collaborate with technology suppliers to overcome these challenges.

60% of residents report a strong preference for digital channels, compared with 30% for phone and 27% for in-person.²

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1 The Evolution and Importance of Citizen Experience in the Public Sector

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The Shift to Digital Citizen Engagement



Current Challenges in Citizen Experience



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2 How UC Can Transform Citizen Engagement

To meet the expectations of digitally empowered citizens, and provide robust data privacy and cybersecurity, governments must modernize operations – embracing emerging technologies and enhancing digital services.

UC enables them to engage citizens through their preferred channels across self-service and human-assisted service modes.

UC provides a range of other benefits:

Seamless Multichannel Communication



Real-time Interaction and Response



Enhanced Collaboration and Information Sharing



Leveraging Data for Personalization



Enabling Mass Notification



Anticipating Citizen Needs



Accessibility and Inclusivity



56% of Australians now prefer to access government information via digital channels.⁴

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3 Mitel's UC Solutions

Mitel has a broad range of future-ready UC solutions that can solve citizen engagement challenges – boosting user experience and operational efficiency, while maintaining digital security and compliance.



MiVoice Business: A comprehensive, feature-rich, and deployment-flexible communications, collaboration, and contact center platform.



MiCollab: An all-in-one application for audio conferencing, video conferencing, and collaboration.



Mitel Workforce Optimization: High-quality call recording and monitoring to elevate the citizen experience.



MiContact Center: A multichannel contact center platform to enhance the citizen journey and keep team members productive and engaged.



Mass notifications: A fast, effective, and reliable communication notification solution to help modern governments keep every citizen safe, informed, and connected in emergencies.

We also provide professional services, training, and support options that can help deliver better citizen experiences and greater engagement. These include:

- System design and installation
- Customer support, bug fixes, and new-release rollouts
- Third-party and advanced integrations
- Real-time software and cybersecurity updates
- User, advanced user, and admin training

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3 Learn How Others Have Elevated Their Citizen Experience with Mitel

Mitel has extensive experience in helping governments worldwide to digitally transform with the power of UC. Explore examples of just a few of the organizations we've helped below.

City of
Baltimore



North Yorkshire
County Council



City of
Marseille



City of
Hasselt



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4 How Do You Start to Build a UC Strategy for Citizen Experience?

Assess Your Current Communication Infrastructure

Start by defining your objectives and Key Performance Indicators (KPIs). Think about what you want to achieve for your citizens and the challenges you must overcome to get there.

Examine your vendors and partnerships – have they already implemented unified communications systems for governments? You must understand if your existing suppliers can provide the exceptional UC tools needed to achieve your goals and integrate them with your existing systems.

There are two paths you can take when choosing your route to a new UC system:

Path One:
Request for Proposal (RFP)



Path Two: Check your vendor has been awarded a government contract such as Sourcewell (US) or Network Service 3 Framework (UK)



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In 2023, 80% of government digital implementations that do not build on a technology platform will fail to meet their objectives.⁶

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4 Look into the Future

When selecting the right UC technology, also consider how new, transformative technologies like AI, automation, and voice assistants could help shape future interactions with your citizens. These technologies can help you streamline processes further, minimize errors, and improve the overall quality of service delivery for a better citizen experience.

Create a roadmap for implementation by working with your chosen vendor. This will allow you to continuously adapt and evolve the services you provide and how you provide them.

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5 What's Next for Your Citizens?

With the world becoming increasingly more digital and connected, it's crucial that you stay ahead of the curve.

As the leading communications provider for governments around the world, our aim is to help organizations connect, collaborate and provide innovative services that enhance communications and engagements.

Our hands-on experience in driving citizen-focused digital transformation means we can offer flexible, affordable solutions that suit your organization's specific needs. Optimizing your systems and operations, and revolutionizing experiences for your citizens.



Contact our team to explore the potential of a Mitel UC system for your government.
www.mitel.com/solutions/industry/government

Sources:

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