Service description

Granicus Experience Group

GRANICUS

Introduction to Granicus

Granicus is the leading provider of government experience solutions that directly touch your citizens and the government employees that work with them. Our solutions include two-way communications, tools for citizen engagement and understanding sentiment, digitised government services, and streamlined staff workflows and operations.

Delivering a compelling customer experience is central to achieving the government's core missions of increasing access to services, building trust and transparency, and promoting health and security. Public sector organisations can more easily deliver on the central mission and achieve larger outcomes by better understanding their community, creating seamless ways for citizens to access information and services, and streamlining operations. Granicus has a proven track record of delivering a broad range of experience solutions to governments at scale.

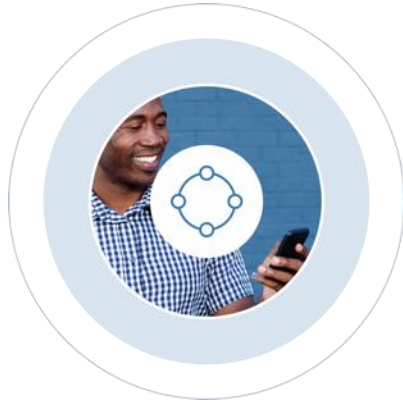| **500**	**6,000**	**22B**	**18M**
public sector organisations in the UK	public sector organisations worldwide	government messages sent annually	people are subscribed to the UK network

Our Government Experience Cloud combines three elements in our solutions to help deliver meaningful outcomes for our public sector customers:

Connected Technology

Technology designed for governments fosters seamless customer experiences, prioritising citizens throughout the journey.
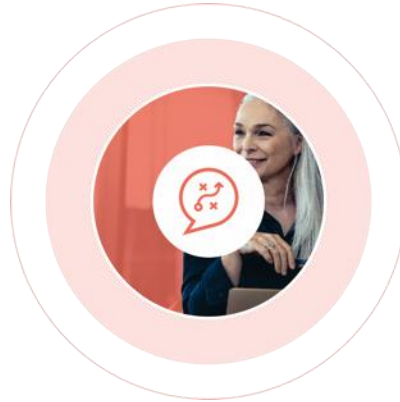
Experience Services

Trusted experience advisors empower governments to design, support, and deliver exceptional services that drive measurable social outcomes.

Data-Driven Insights

Better understand your community using insights from 30B annual government interactions to serve your customers more effectively.

These three elements work in concert to ensure that you deliver integrated, efficient and accessible services, improve engagement, whilst driving trust and tangible outcomes within the communities you serve.

Granicus Experience Group (GXG)

GXG is Granicus' digital agency focused on citizen experience and digital engagement, providing human-centred strategies, data-driven insights, and hands-on consultancy services. We design custom solutions and achieve measurable outcomes for our customers.

At GXG, we are driven to help public services to become more citizen centric. Whether assisting a carer, engaging with a concerned resident, supporting a local business, participating in the planning process, or helping a parent or a student, we empower you to build better experiences and get more value out of your Granicus technology. Our guiding light is helping people to get what they need, when they need it, as quickly as possible whilst being respected, remembered, and reminded.

Our human-centred approach to digital transformation focuses on solving problems and providing solutions that help our customers create better services for their customers, foster prosperous communities, and increase employee morale.

Over a decade of helping government build better citizen experiences.

What GXG does

We support your digital transformation journey by blending human-centred strategy, Granicus technology, data driven insights, and digital experience consulting to achieve desired outcomes for customers, residents, and society now and in the future.

Customer Engagement

Sophisticated, data driven, customer engagement programmes to enhance the customer experience, building trust at every touchpoint across your owned channels.

Organisational change and capacity building

Human-centred, design-led approach to engage people in the benefits that Granicus technology can bring, winning hearts and minds and driving sustainable and lasting transformation.

Customer Experience

Human-centred approach to delivering sustainable and lasting improvements to how the public and staff interact with digital services.

Digital Services Design

Applying proprietary human-centred design methodology to craft and build digital services that improve the customer experience, drive efficiency, and increase employee morale.

Data Driven Decisions

Using data to uncover opportunities to improve the customer experience across all your owned channels and drive better outcomes for individuals and communities.

GXG services

Granicus' mission is to help bring government and citizens closer together. GXG's range of services are designed to support this mission, offering a unique combination of digital consultancy and programme management to help you get the most out of Granicus technology. Scoped to your requirements, our multi-faceted services can be deployed in isolation or blended to achieve your critical outcomes.

Multichannel Campaign Strategies and Programmes

Technology changes, but strategy fuels technology. Our multidisciplinary team can help you analyse data and uncover insights, then develop and launch citizen-centric programs and campaigns to help you drive awareness, adoption, and impact, delivering better outcomes for your customers.

Health Check & Roadmap

GXG's digital engagement, strategy-only offering provides a deep-dive audit of your CX technology to understand and assess your current state, with a focus on customer experience, audience understanding, content, and data.
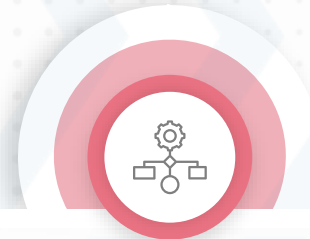
CX Fundamentals

GXG's essential starter package provides a solid foundation to create a more cohesive, intuitive customer experience using your Granicus technology.
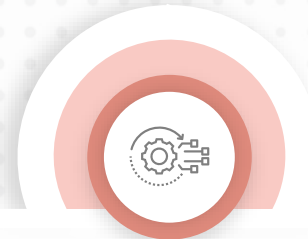
Transformations

GXG's digital services designed to help government level up their approach to customer experience with the most sophisticated power of the Granicus platform.

Operate & Act

GXG's "we do it for you" service provides a hands-on delivery offering for customers with complex, time-sensitive communications, customer engagement, and digital transformation needs who require day-to-day management of digital services.

GXG Digital Service Design

Digital service design can transform your interaction with residents, customers, and staff, providing services people want to use, cost less to deliver, and free up staff to focus on higher value activities. GXG's proprietary approach to digital service design and digital service blueprinting eliminates waste and poor experiences. Our team leans heavily into research and discovery to understand "what needs to be fixed," isolating current state pain points before designing digital services that not only save money but improve the experience for individuals and communities.

Customer Insight and Community Engagement

Our citizen-centric programmes and campaigns will help you improve community engagement, increase participation in public consultation, generate meaningful customer feedback, and produce better insights to inform your policies, plans and key decisions.

Web Content Strategy

Our CMS services focus on creating a website experience that meets the needs of our customers' customers by adopting GXG's strategy-led, human-centred design approach that focuses on the unique needs of citizens, putting the information they need front and centre. Our services make it easier for customers to self-serve and our design-thinking approach creates a CMS that is user friendly and built with the citizen journey in mind.

GXG training

Digital Services University

An intensive curriculum that equips your staff with the essential principles and practices of digital service design. The DSU curriculum covers contemporary teaching in design thinking for digital services, human-centred future state blueprinting, UX writing for Granicus forms, user acceptance testing (UAT) and much more. DSU graduates gain the ability to build end-to-end digital services that are centred on the needs of the customer, design out inefficiency, and improve the customer experience.

Digital Services Academy

With our Digital Services Academy, your team will learn how to build and design forms from a user's perspective, equipping them with the ability to design online forms that are customer friendly.

Experience Centre Workshops

Successful digital initiatives require more than just the right technology. Organisations also need the right strategy and culture. GXG's Experience Centre workshops are designed to solve customers' unique pain points and enable progress toward an achievable goal. The GXG team of strategic designers will facilitate a virtual workshop with a series of design-thinking and brainstorming activities to better understand a customer's current state and foster alignment across teams. Together we will co-create a new path forward for customer experience and digital transformation.

Writing for Web Workshops

Training for website contributors on best practices for writing effective web content. Content is the most essential element of a website. We believe in using best practices to standardise and promote consistency. We'll teach your team how to undeniably sound like your organisation's voice and focus on the user, helping you mature your communications and services over time.

Information Architecture Academy

Updating your website's information architecture (IA) is key to improving the overall user experience. Our IA process involves website data analysis, user research and user testing, and other best-practice methodologies that serve to seamlessly bridge your goals with user needs. This effort will result in a strategic and scalable approach to content priorities, a development of a navigation structure for your new site, and the creation of an actionable implementation strategy for your existing content.

Communicator Capacity Building

The GXG team will develop a custom capacity building curriculum to grow your administrator's comfort and ability with Granicus technology. The training curriculum will be developed based on your specific needs and current knowledge gaps.

Governance and Playbooks

To enhance and close identified gaps, the GXG team will design and deliver a custom governance document, which could include scalable processes for onboarding and system usage, how-to tips and tricks, Granicus product terminology and 101 basics, how to engage with partners for efficient collaboration, and a playbook of standard best practices for all administrators to apply when developing and executing digital programs, services, or websites.

GRANICUS EXPERIENCE GROUP

Our story

For more than 10 years, Granicus's GXG has been working with the public sector to create customer experiences that enable you to help residents access services and support, improving communities and society at large.

Our human centred, design led programmes have improved the experience of millions of people, businesses and thousands of communities. By supporting Granicus' mission, we help our customers achieve their critical outcomes.

★ Accessing healthcare ★ Becoming a foster parent ★ Being safe in winter ★ Using slick and easy online services e.g., reporting a missed bin or a troublesome pothole ★ Helping those in need access social care or welfare support ★ Increasing employee morale ★ Reporting problems with highways, streets, or anti-social behaviour ★ Creating cleaner neighbourhoods ★ Enrolling millions of people onto digital services ★ Capturing customer insight, community feedback ★ Getting free school meals ★ Feedback on policy changes and plans ★ Hearing from diverse voices ★ Making online experiences consistent and easy ★ Increasing access to childcare ★ Making self-service the best option ★ Eliminating waste and increasing efficiency ★ Increasing customer satisfaction

How we work

More than 6,000 government agencies have chosen Granicus to modernise their online services, web presence, and communications programmes.

GXG's unique approach breaks down departmental silos and brings together key stakeholders to align on a singular view of the citizen and map out a government experience that can achieve better outcomes.

We work hand-in-hand with our clients to maximise the value they get out of our technology and develop strategic digital programs that inform, educate, and compel citizens to act.

Our success is based on using our proprietary, tried-and-tested approach to digital experience design and programme management. We work with our customers using design thinking methods to create strategic and tactical digital experiences that support their critical outcomes.

GXG approach

DATA & INSIGHT

PROGRAM

OUTCOMES

Discover & Plan

Build & Launch

Manage & Optimise
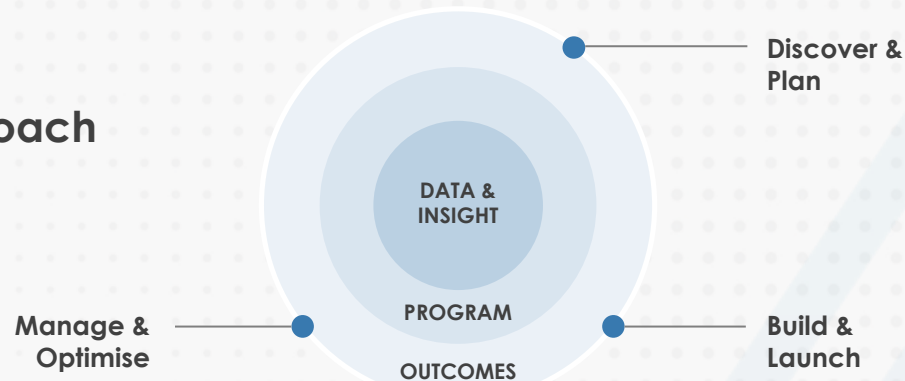
By embracing human-centred design, together with our customers we work to pave the way for engagement that is not only efficient but compassionate; not just functional but transformative.

Who we are

GXG consists of a multi-disciplinary, international team of experience consultants, digital strategists, project managers, Granicus technology experts, and data analysts driven to help government be better at serving the public in today's digital world.

Human-centred design practitioners understanding best practices, regardless of technology or use case, and always putting people at the centre of our solutions..

Digital content creators and strategists applying best practices to evaluating current content, developing key messages, and identifying optimisation opportunities.

Data-driven thinkers grounding our insights and recommendations for growth in measurable data and context.

Innovators leveraging design-thinking and other frameworks to keep our work fresh and help government adopt a mindset for change. We drive toward success with a spirit of experimentation and agility.

Onboarding and fostering a continuous partnership

GXG is an agile delivery partner. Our consultants work with our customers to deliver projects that meet their changing agenda to focus on their critical outcomes.

During our initial consultations, we scope your requirements to tailor our approach and confirm the project scope in a statement of work. Right from the start, our project team is focused on achieving a clear project scope, desired outcomes, governance, responsibilities, resources, and deliverables.

The typical stages we follow are:

1 Confirm the project lead and begin to secure and mobilise wider Granicus resources.

2 Hold a kick-off meeting to build understanding of the approach and establish relationships that will be critical to the project's success.

3 Begin the project and schedule weekly internal and external status meetings — formal and informal updates — to monitor progress.

Once our project is complete, we ensure customers have all the tools they need to maintain, iterate, and manage their ongoing requirements. Our intention is always to provide you with a technical handover and documentation to continue to successfully work with your Granicus technology.

Throughout our work together, we provide you with one-pagers to help you continue the success we've had over the project. For example, one-pagers may include information on our service design methodology, testing, building services, getting and maintaining buy-in for residents and internal stakeholders.

However, while individual projects will end, others will begin, and our approach is to be present at your side, sharing our learning, extending our practice together, and improving outcomes. Our intention, is to be a long-term partner, helping to achieve critical outcomes by evaluating what works best and iterating our programmes of work for optimal impact, time and time again.

> "GXG leverages best-in-class **human-centred** practices and a **design-thinking** approach to help governments better connect with the people they serve. We discover better **insights**, build better **experiences**, and achieve better **outcomes**"

Angy Peterson
Vice President, Granicus Experience Group

Our values

GXG's mission is to empower government to build better customer experiences and get more value out of Granicus' civic-engagement technology. Our values help us to stay true to this mission and help our customers achieve their critical outcomes.

Empathetic

We are collaborative and agile with our teammates and colleagues. We invest in understanding our clients' current state and immediate needs. We meet people where they are.

Collaborative

We work in an environment that openly encourages cross-lane sharing and discussion, constantly sharing what we know and do with one another to create new and innovative ideas from diverse perspectives.

Accountable

We do what we say we will, when we say we are going to. We let others know if we are stuck or behind. We volunteer to take on tasks and proactively report on our progress.

Balanced

We take our work seriously. But we also find humour and the chance to laugh whenever we can. We work hard, and we laugh often.

Growth Minded

We are growth-minded. We push our work forward on projects. We support customers in working toward their goals. We expand our team's expertise in Granicus technology. And we expand our team's services.

Authentic

We are true to ourselves and the work that we do. We are the same people to different customers. We don't compromise ourselves or our work. We are honest, truthful, direct in our conversations, and work openly with colleagues and customers.

Reliable

We communicate roles and responsibilities clearly. We take ownership of our own tasks and projects and do our very best to exceed expectations on or ahead of schedule.

Diverse

We embrace different points of view. We know we are stronger when we leverage our varied experiences, backgrounds, and disciplines. We embrace the grey — not the black and white.

Innovative

We relentlessly advance our customers' mission and help them drive toward success through innovation and experimentation. Our ideas create real-world impact.

Best in class

We work hard to deliver innovative solutions while avoiding repetitive ideas. We consistently search for new technology and tactics that we can implement while keeping an open mind.

Inclusive

We talk openly about challenges and needs to bring people along in our thinking. If there are issues, we talk through them and work out how to get the job done right. We provide feedback and seek feedback directly.

GRANICUS

Do more with Granicus

Ready to take the next step?

Granicus solutions and services are meant to work together to provide an end-to-end platform that helps you modernise services, improve trust, and increase resident satisfaction. Contact Granicus team today to learn how our solutions and services help you create government experiences that work for all.

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