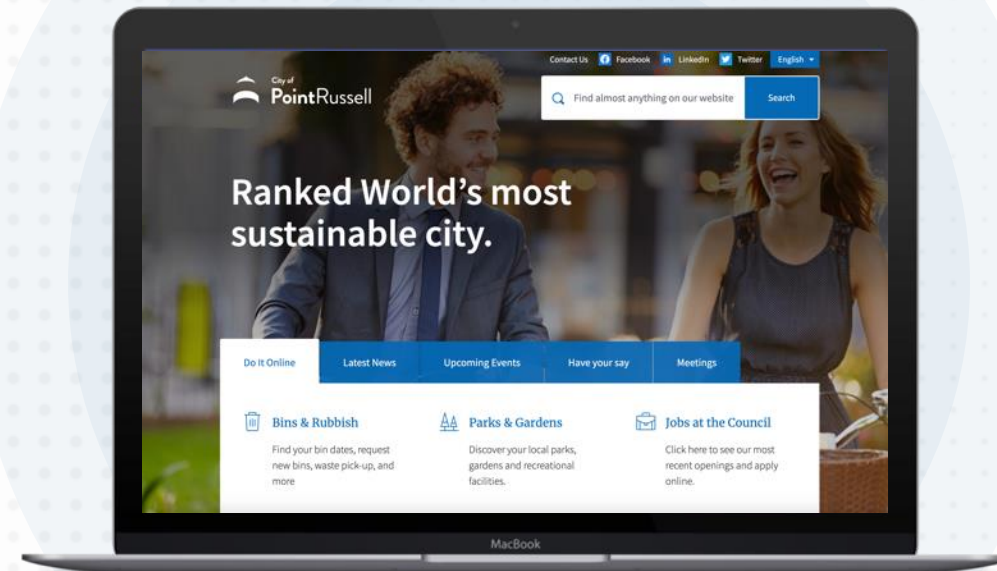




Service description

Government Experience Cloud



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

public sector
organisations in
the UK



7,000

public sector
organisations
worldwide



22B

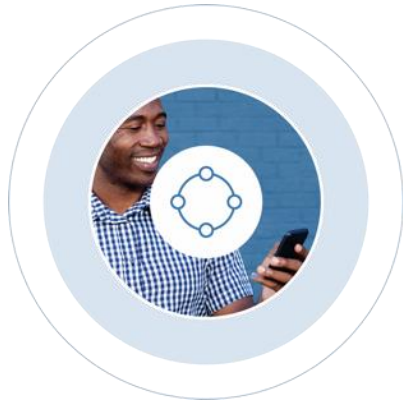
government
messages sent
annually



18M

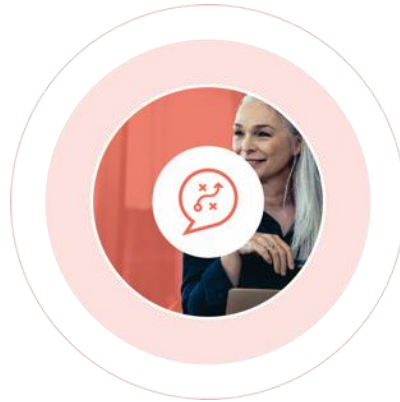
people are
subscribed to
the UK network

The 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 30 billion 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.

Why partner with Granicus

Most government software vendors provide technology that helps solve common user experience challenges. But great customer experience moves beyond individual user experiences and instead focuses on the full range of customer interactions a resident has as well as finding ways to modernise back-office operations.

Granicus follows a human-centred design approach to creating better experiences that leads to better outcomes. We know government and the challenges staff face despite desires to do things differently.

With the Government Experience Cloud platform, you can



Enable an inclusive government that delights residents by providing easy access to information and services 24/7.



Go paperless with streamlined workflows for any service, from simple to complex.



Use actionable data insights to understand your community, personalise outreach, and build a long-term digital transformation roadmap.



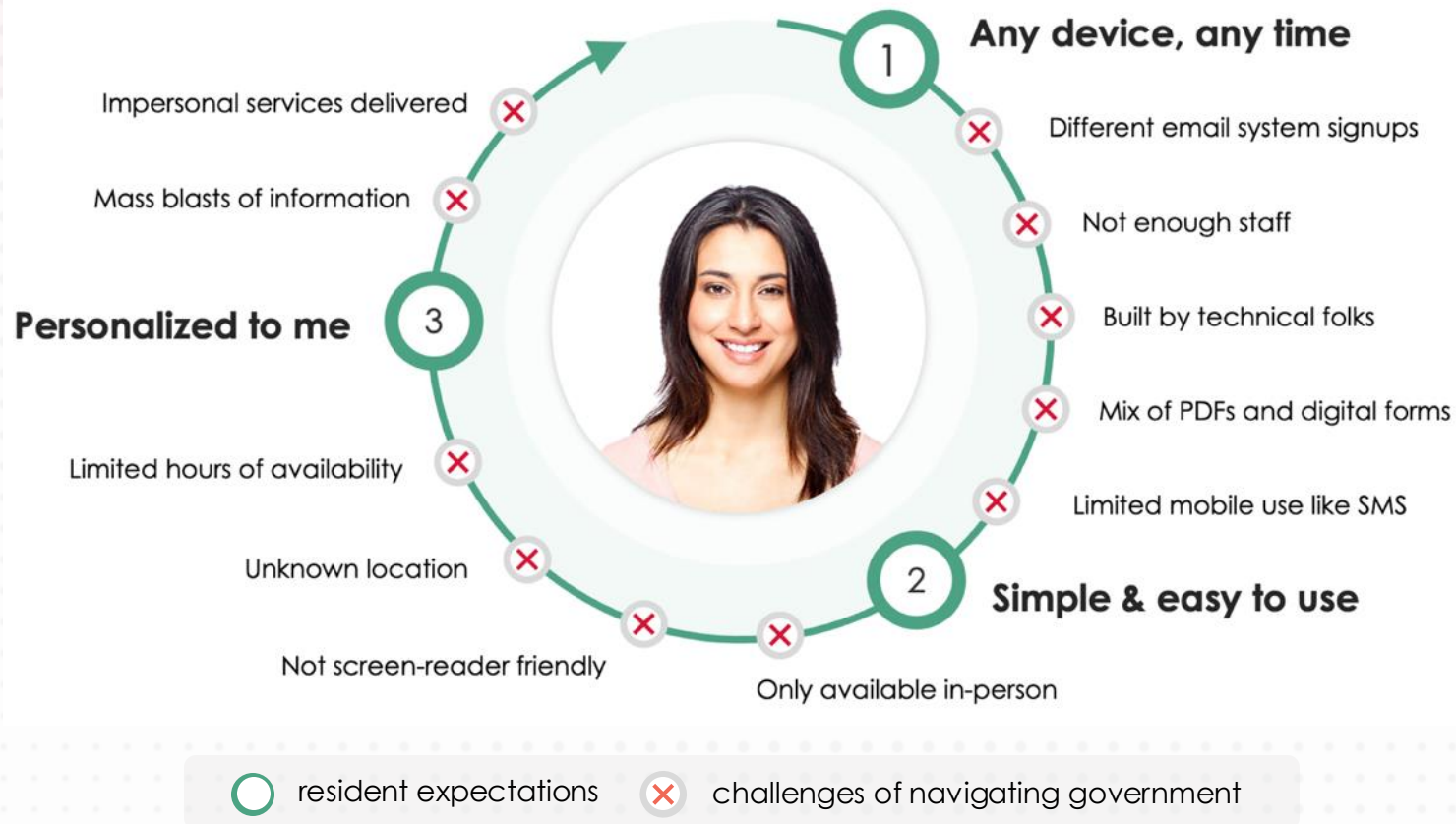
Develop and maintain relationships with your community by building, launching, and optimising digital service programmes.



Create meaningful and equitable connections based on user preferences.



Manage and improve the entire cradle-to-grave lifecycle.

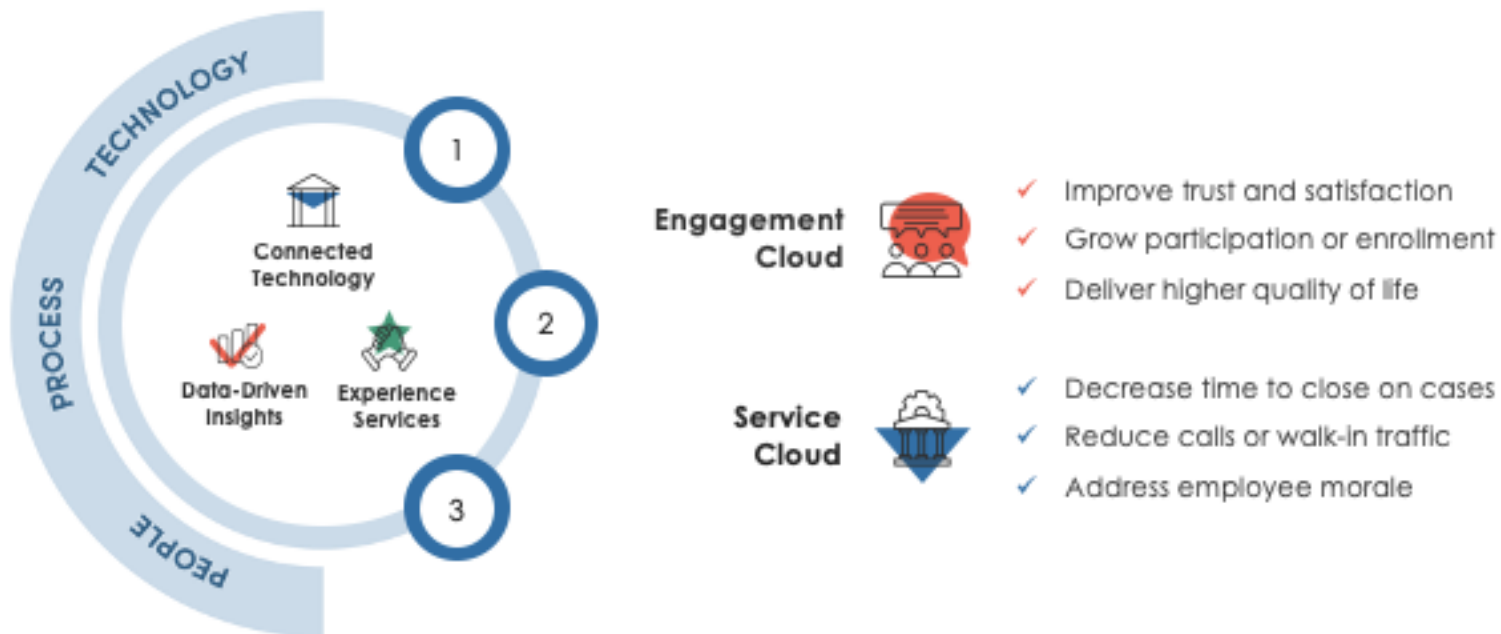


Positive government outcomes like these don't have to be uncommon. In fact, we believe they can be the norm. That's why we're excited to introduce Granicus' Service Cloud UK and Engagement Cloud UK solutions, which connect built-for-government digital services, communication, and engagement tools to help organisations like yours increase resident access to services, drive engagement, and build trust in government with enhanced customer journeys.

Our team of experts, project managers, and consultants help you establish a culture of ongoing innovation. We know how important it is to learn from people navigating similar challenges. That's why we are proud to foster a global community of digital practitioners that gives you a unique opportunity to learn from a network of your peers.

Granicus Government Experience Cloud

Government leaders face many challenges: Legacy technology, disconnected processes, perceived lack of transparency, and frustration with inefficient service delivery — just to name a few — all of which can erode trust and derail the important work of government.



That's why Granicus has created a platform that takes a holistic, human-centred design approach to government experiences by connecting technology, people, and processes. Granicus is the only public sector solution and service provider uniquely able to help you elevate and evolve customer experience through transformed end-to-end digital solutions and services that are accessible to anyone, at any time, from anywhere. We combine technology, experience services, and data-driven insights to help you achieve better outcomes.

Connected technology



Enable resident self-service with smart digital forms that reduce human error, verify address location, and offer online payment options.



Grow your audience with advanced engagement strategies and the Granicus subscriber network: 18 million-strong in the UK and 360 million worldwide.



Develop **long-term resident relationships** by driving meaningful community engagement and collecting actionable feedback.



Digitise services (online and mobile app) to streamline and automate end-to-end service request management.



Service Portal



Case
Management



Customer Service
Hub



Service Designer



APIs Integrations



My Accounts



1:Many Outreach



1:1 Messaging



Two-way
Messaging



Engagement
Tools



Sentiment Analysis



Product Analytics



Customer Data Model



Unified Experience



Best Practice Library



Ecosystem Connections



Federated Administration



Security & Scalability

Experience Services

Technology alone is insufficient. All solutions powered by Government Experience Cloud include ongoing experience services to ensure programme success. Supporting this approach is a dedicated Experience Partner overseeing the programme, providing insights and recommendations, and managing the redemption process of included service credits against the service catalogue.



Experience Partner



Programme Support



Service Catalogue



Online Resources



Private community



Technical Support

Service catalogue

> **Experience blueprint**

On-demand, self-guided lesson breaking down the GXG strategic framework for building a multichannel experience. The session will guide you through goal setting, audience understanding, journey mapping, content needs, and how to measure success for your initiative.

> **Campaign plan**

On-demand, self-guided lesson illustrating a step-by-step process for understanding key components of campaign plans. Includes a campaign template and instructions and examples for each step in the process from a communications expert.

> **Information architecture**

On-demand, self-guided lesson sharing core inputs that make up a human-centred information architecture. Review best practices from other agencies, then learn how to review your data, test your structure, and make data-driven decisions. Receive a template to kickstart the organisation of your new site's content.

> **Insights-driven reporting**

On-demand, self-guided lesson walking through how to measure digital experience outcomes. Learn definitions and public sector benchmarks for core digital KPIs. Use a template to support your development of a measurement programme to ensure maturity growth.

> **Forms best practices**

On-demand, self-guided lesson reviewing core components of well-designed digital forms. Learn design best practices, how to establish a question protocol, and how to test new digital forms.



Audience growth strategy

Conduct an experience audit to understand current state. Develop up to two creative assets and copy as needed for audience capture points, such as text-to-subscribe, website overlays, partner widgets, sign-up boxes, and Granicus Network promotions. Determine online and offline capture points, including incorporating capture points into social media and other communications.



Experience centre workshop

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.



Digital services academy

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.



Writing for the web workshop

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. Learn how to replicate 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 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 an actionable implementation strategy for your existing content.



Digital service university

An intensive curriculum that equips your staff with the essential principles and practices of digital service design on Granicus technology. Content 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. Graduates leave with the ability to build end-to-end digital services centred on the needs of the customer, design out inefficiency, and improve the customer experience. *In-person ONLY.



Technical consulting day

Accelerate digital transformation and get the most out of the technology with Expert Coaching, Integration Services, and Technical Design Solutions.



Technology training day

Pick modules from our learning centre or request a specific agenda to build understanding of the platform, deep dive on features and tools, or refresh your knowledge and skills.



Platform review

One of our technical consultants will review your use of Government Experience Cloud by looking at active services and projects, live integrations, and identify further opportunities to maximise the investment in existing platform features. All findings and recommendations will be documented and shared with you via a presentation.

For further details and to view our full range of options, please see our Service Catalogue document.

Data-driven insights



Reach more stakeholders with timely communication

Collect, evaluate, and use organisation wide user data to inform strategy and improve government experiences for residents and staff.



Create personalised campaigns

Create meaningful and equitable connections based on user preferences.



Make cost savings and generate income

Meet community needs and expectations with strategic, data-driven services, communications, and content.



Measurable effectiveness of communications

Access deep, actionable data insights to continually improve service delivery.

Service Cloud

Service Cloud helps government agencies simplify information sharing, streamline government processes, and strengthen community relationships by integrating web, digital services, communications, and engagement tools. Service Cloud provides one connected platform to deliver government services more efficiently, resulting in seamless experiences for the public.

Unlock Measurable Benefits

Granicus understands government leaders need options. We've built our platform to be scalable and flexible to adapt to your organisation's needs. We offer Service Cloud to help you modernise government, improve service delivery, and increase resident satisfaction, so you can:



Enable an inclusive government that delights residents by providing easy access to information and services 24/7.



Go paperless with streamlined workflows for any service, from simple to complex.



Use actionable data insights to understand your community, personalise outreach, and build a long-term digital transformation roadmap.



Create meaningful and equitable connections based on user preferences.

Power of tech + service + data

We combine technology, data insights, and experience services to unlock the exponential power collected data has to improve outcomes for citizens across the globe.

The holistic approach to our platform — connecting people, process, and technology — is designed to improve outcomes for residents and staff. Our platform can help you solve many of the challenges you face today, from improving trust in government to reducing call-in volumes and walk-in traffic to helping save time by automating tedious tasks.

Cycle of service + communication

Service Cloud helps government agencies simplify information sharing, streamline government processes, and strengthen community relationships by integrating digital services, communications, and engagement and sentiment tools. Service Cloud provides one connected platform to deliver government services more efficiently, resulting in seamless experiences for the public.

Increase access to government information and services.

87%

of residents **expect better government experiences** compared to private sector experiences

98%

reduction in long-term costs achieved by decreasing service time from days to hours.

With Service Cloud you can break down government silos by making services accessible to everyone in your community using their device of choice and giving residents options to sign up and receive information, so they become more aware of the services available to them.

Reduce frustration by giving residents choices when requesting services.

45%

Increase in satisfaction shown when using digital services.

60%

of residents said they've had **problems with online government experiences** in the past.

Service Cloud helps you publish forms that are easy for residents to use and include smart logic, repeatable fields, address verification, and more to prevent human error before clicking submit.

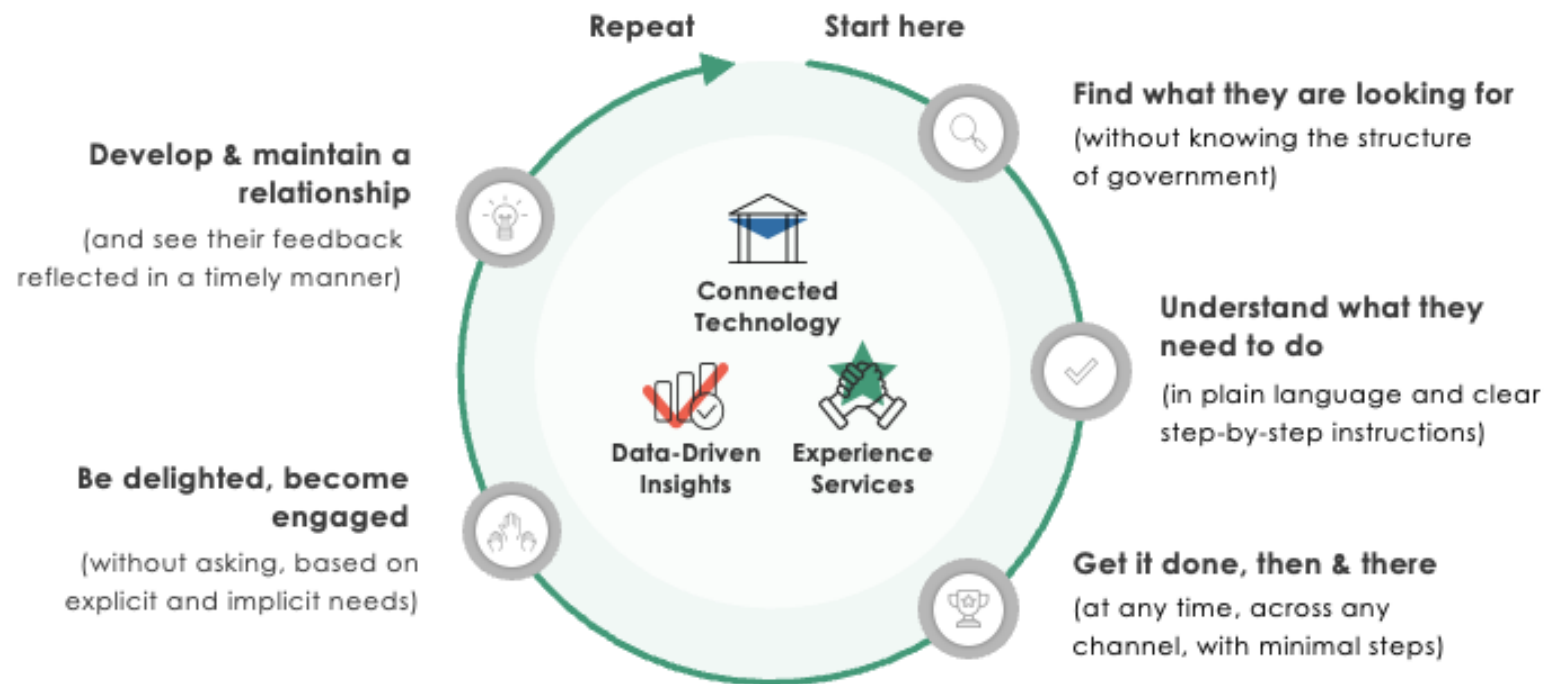
Each service request can be tracked seamlessly using a centralised online hub that simplifies multi-step processing, sharing data and routing requests to different departments, and includes status notifications so residents stay informed along the way.

Engage residents at every step so you can gain data insights to improve service delivery.

- Residents and staff spend 25-80% less time on digital tasks than on paper and in-person interactions.
- Digitising can reduce paper forms by 84%, reduce calls by 15% (within one year) and reduce postage costs by 52%.

With Service Cloud you can promote relevant services, events, and programmes to your community based on resident preferences and recent activity.

You can also use online dashboards and reports to understand the information and service requests most important to your community. These data insights can help you build out government experiences that improve resident satisfaction and improve service delivery long-term.



With Granicus and Service Cloud you can:



Reduce frustration by connecting people to information and services without complex government structure or language.



Deploy and optimise digital services across the enterprise to meet both organisational and unique department needs.



Recommend curated content and promote relevant services, events, and programmes to 18M UK subscribers (330M worldwide) based on their recent activity.



Analyse service insights and sentiment dashboards for meaningful actions and integrate with APIs for consolidated reporting.



Enable self-service on any device, from anywhere at any time.



Access a full-service digital agency to upskill internal teams and design, develop, and manage programmes that enhance constituent experiences across government channels.

Engagement Cloud

Engagement Cloud helps governments more effectively reach, understand, engage, and serve the public. Engagement Cloud helps put people at the centre of everything you do and enables public servants to deliver inclusive and impactful services, programmes, and policies at scale.

Unlock Measurable Benefits

Engagement Cloud is designed to scale and adapt to your needs. Engagement Cloud helps you go beyond one-size-fits-all tactics to personalise communications based on resident needs and preferences, fostering a sense of inclusion and encouraging active participation. We offer our Engagement Cloud so you can:



Reduce Costs: Early engagement minimises rework and wasted resources. Streamline workflows and automation frees up staff time for resident interaction, potentially lowering costs by 15-20% (McKinsey). Satisfied residents also require less support, further reducing expenses.



Enhance Customer Experience and Satisfaction: Identify areas for improvement based on resident feedback, community health metrics, and satisfaction scores. Engagement Cloud empowers you to map, analyse, and optimise user journeys with personalised communications tailored to demographics, location, interests, and more



Increased Community Trust and Participation: Design safe, multi-step interactions with automated testing and integrated feedback mechanisms. Uphold unmatched security and accessibility standards, enhancing transparency, nurturing ongoing participation habits, and fostering a sustainable engagement culture.



Build Internal Capability and Strategic Alignment: Empower your team with expert consultants who provide training on human-centred design principles and facilitate the development of strategic blueprints. Share a holistic community context across departments through detailed insight dashboards.



Improve Programme Awareness and Adoption: Connect with constituents effortlessly across various channels and devices. Leverage Granicus' extensive peer network, industry-leading deliverability, and API access for seamless data integration at scale.

Power of tech + service + data

We combine technology, data insights, and experience services to unlock the exponential power collected data has to improve outcomes for citizens across the globe.

The holistic approach to our platform — connecting people, process, and technology — is designed to improve outcomes for residents and staff. Our platform can help you solve many of the challenges you face today, from improving trust in government to reducing call-in volumes and walk-in traffic to helping save time by automating tedious tasks.

Cycle of engagement + communication

Engagement Cloud helps government agencies create insight-driven experiences so they can effectively tailor experiences to meet the diverse needs of customers while ensuring consistency in how they are delivered. Engagement Cloud provides one connected platform to ensure customers are more satisfied and trusting, and agencies focus resources on areas of most significant impact.



Find and understand target audiences through direct messaging channels, peer network access, unrivalled deliverability rates and comprehensive zero-party and first-party data.



Inspire action by integrating engagement opportunities throughout the user journey and using human-centred design principles to meet audience and organisational objectives.



Access critical insights at every step by categorising audiences based on shared traits, interactions across different engagement channels, or the feedback they provide.



Nurture relationships and drive digital maturity with access to consistent customer experience and performance metrics to pinpoint and address gaps in strategy.

With Granicus and Engagement Cloud you can:



Open communication channels

Break down communication silos with a comprehensive range of engagement options. Residents can connect with their government through their preferred channels, fostering a more inclusive experience.



Capture resident sentiment

Every touchpoint becomes an opportunity to gather valuable insights. Engagement Cloud captures feedback across all interactions, helping you understand resident needs and continuously improve the service experience.



Streamline workflows and automate actions

Engagement Cloud streamlines communication workflows and automates repetitive tasks, freeing up valuable time for public servants to focus on resident engagement. This ensures a seamless experience for both residents and government staff.



Use data to drive decisions

Engagement Cloud provides actionable data insights to build rich community profiles. By better understanding your residents, you can personalise outreach and develop a long-term strategy for digital transformation.



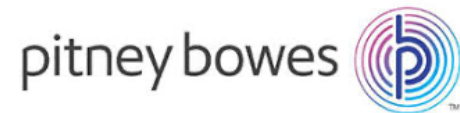
Support thriving communities

We help you foster meaningful connections with residents based on their unique needs. By creating immersive, safe, and personalised experiences, Engagement Cloud empowers you to build a thriving and engaged community.

Marketplace Integrations

Power of Granicus + Third Parties

We understand the Government Experience Cloud platform must integrate with other technology. Our solutions integrate with many common third-party products in the UK. Inquire for a full list of existing connectors or to learn more about integration capabilities. Common examples include:



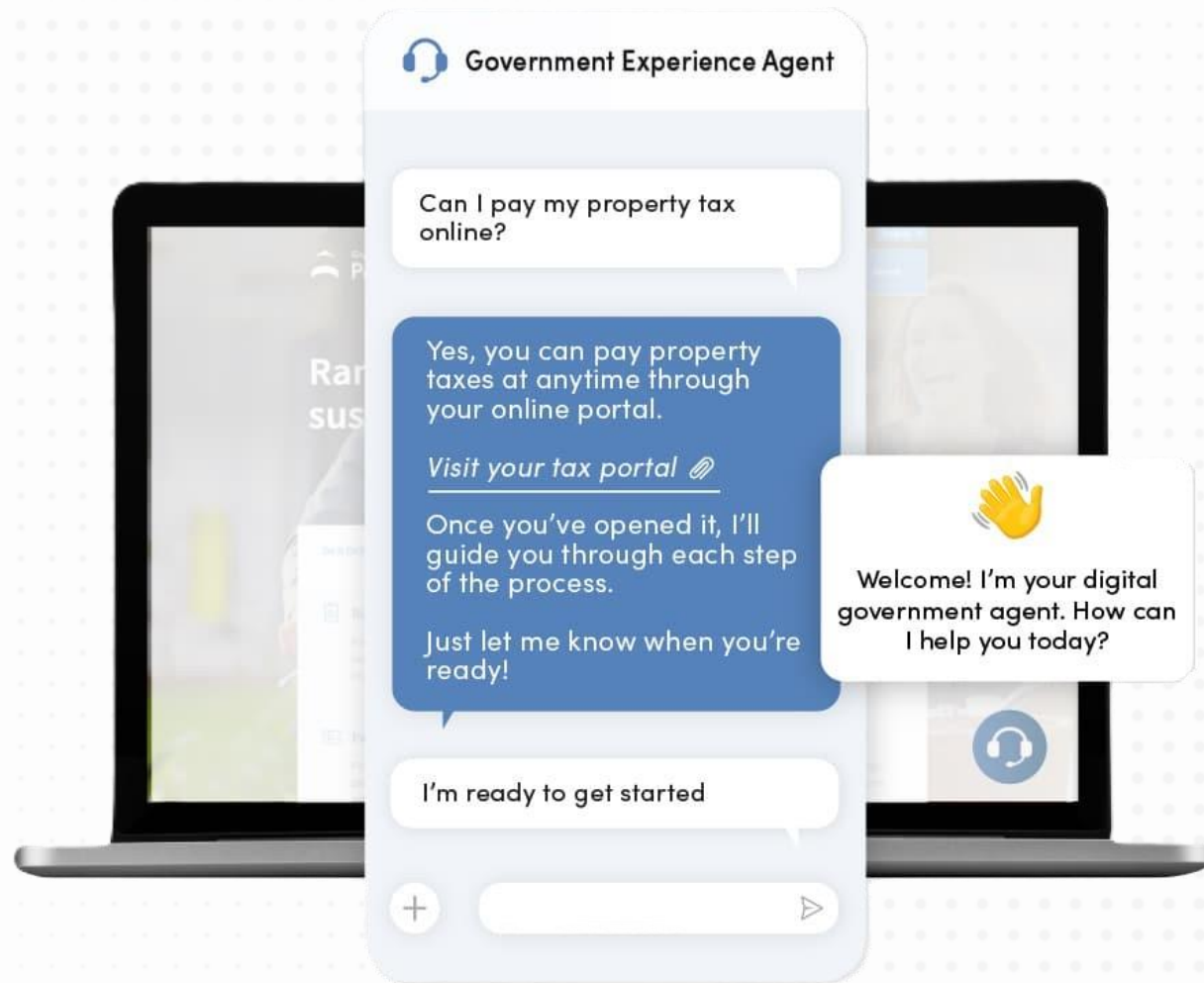
ORCHARD HOUSING SOCIETY



Government Experience Agent (GXA)

Our new Government Experience Agent (GXA) is available to complement your Experience Cloud implementation with AI powered chat bot and agentic functionality.

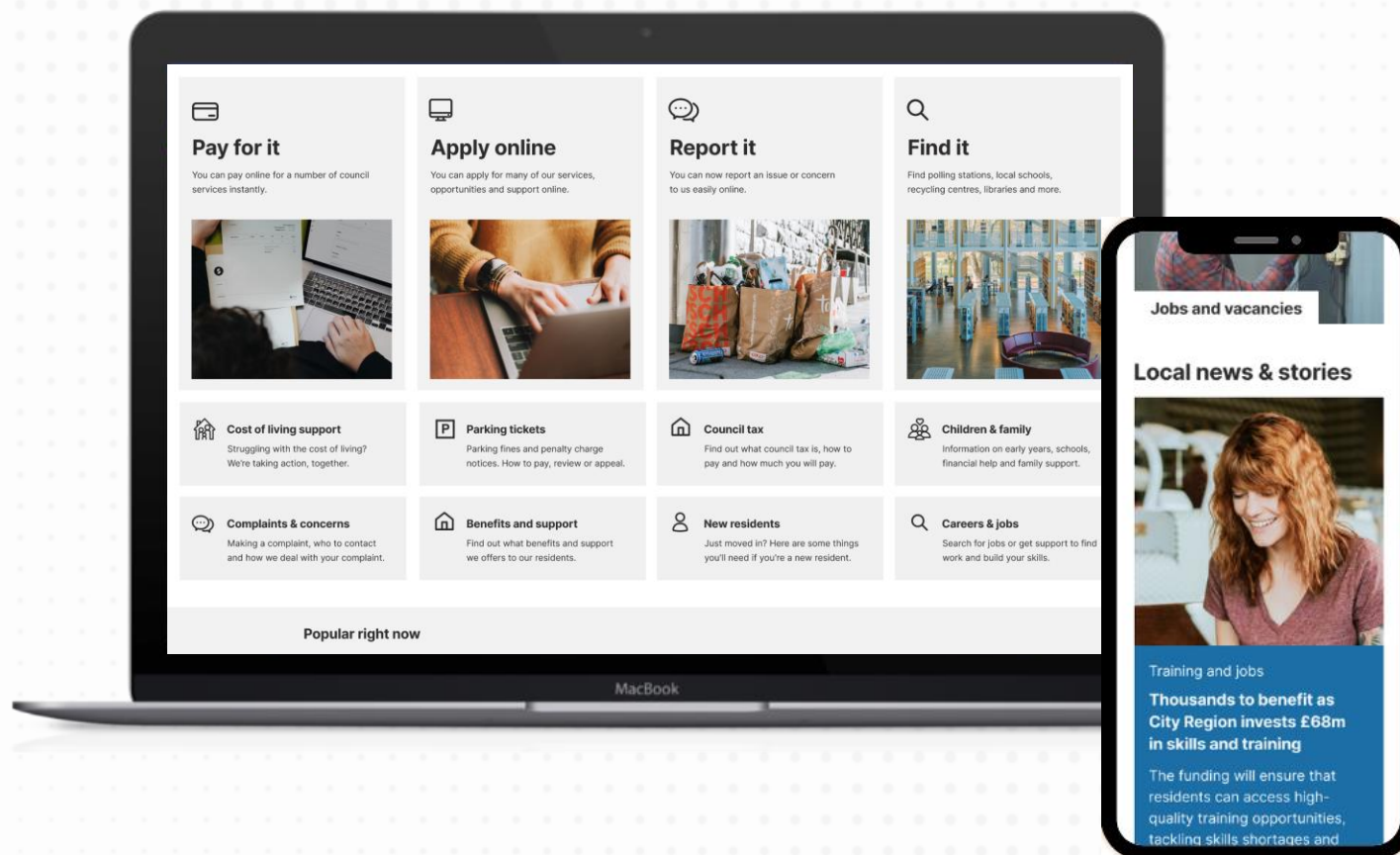
Please see our G-Cloud listing titled **Government Experience Agent (GXA) - The AI-powered digital agent for smarter government experiences** for further details and pricing options.



Public Sector Websites & Content Management (CMS)

A CMS flexible enough for standard and advanced users, incorporating features uniquely designed to bring the best information and services to residents, businesses and organisations. Our CMS option is available to power websites and subsites, complementing your Experience Cloud implementation.

Please see our G-Cloud listing [Public Sector Websites & Content Management \(CMS\)](#) for further details and pricing options.





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.



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.

Contact us:

-  Email: uksalesteam@granicus.com
-  Phone: +44 800 048 7518
-  Website: granicus.uk/contact-us/
-  LinkedIn: linkedin.com/company/granicus-europe/