LIQUID EXPECTATIONS

2016 GOVERNMENT EMPOWERED NEWSEUM, DC

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We are all used to the smartphone revolution that has completely transformed the expectations that we have. Whether it’s the way that we travel, the way that we buy things, the way that we exercise or track our lack of exercise in my case, right?

I mean there are all sorts of ways we use these devices that have totally transformed the way that we live and the way we operate. And, they’ve set our expectations in extraordinarily high ways. The bar is extremely high. And that’s not just true for what we think of when we want to interact with commercial applications, it’s certainly true as well when we poll citizens.

We ask empirical data of what do citizens expect of government and this is a recent poll we did that show that 85% of Americans expect government to provide equal or better service online. This was all in the context of online services. And to further put in perspective, that’s a 10% point increase from the time we did the survey two years earlier than that. So the citizen expectations continue to grow. We call this liquid expectations because our expectations flow from one part of our lives to the other. We don’t turn it off and say, “Oh, I had this amazing experience calling an Uber car or buying something and now I’m gonna interact with government and that’s okay, I don’t mind that I can’t do it online or that its really challenging, lawyers have to open up a manual and go extensive training to do something. The expectations do not change. They fundamentally have not.