Government Disrupted: A Digital Public Demands Digital Public Services

Video Transcript

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"Government Disrupted" is the first in a three-part series exploring the digital disruption that’s happening across the commercial and the public sectors.

It also explores the implications for government, the opportunity, and the actions you can take to meet citizens’ demand for digital public services.

Digital is disrupting everything and everyone, but it is also enabling everything and everyone.

In the commercial sector, four forms of this disruption are taking place across industries:
• The physical to digital shift.
• The shift to digital commerce.
• Disruption within the organization.
• And things becoming smart.

The disruptions can be viewed across three perspectives:
• The digital customer
• The digital worker
• And the digital enterprise.

Today’s digital customer is busy, on-the-go and a multitasker. They have a strong preference for digital services and for mobile.

50% of this year’s black Friday commerce was done from mobile devices.

The digital customer expects:
Answers, not lists...

Informed decision making...

And delightful experiences.

They also expect to be engaged.

The expectations for digital service are incredibly high.

Accenture research reveals that 70 to 90 percent expect the level of service from government to be as good as or better than what they experience from a commercial organization.

So, how is this shaping the digital customer’s expectations for service from government?

A digital public is demanding digital government services.

This demand presents a challenge to government, but also a great opportunity.

But it’s not just about the digital customer or the digital citizen; digital disruption is happening in the workplace too.

Today’s digital worker is...

informed,

connected,

collaborative

and empowered.

This enables workers to be more effective, more productive, and better able to focus on job outcomes.

The third perspective is the digital enterprise.

The digital enterprise is producing, gathering and harnessing information … and then turning it into actionable insights that drive higher performance.

Digital is changing the way that work gets done.

The digital enterprise is defined by:

An informed and empowered workforce

A connection with the customer

And an outcome-oriented mind set.

The intelligent digital enterprise is self-monitoring. You can harness information and make it actionable—at scale.

It’s also high performing. You can monitor performance in a timely, automated and reliable way.

And the digital enterprise is always analyzing and always improving.

Analytics help improve customer service, enable employees to make better decisions and manage their workload more effectively.

The question for government leaders today is:

How can we harness the power of digital to serve and engage our citizens, empower our workforce and use analytics to drive better performance?

Digital can do that for government, just as it is doing in the commercial sector.

To imagine the possibilities, watch the next video in the series.