How Can We Close This Digital Gap?

Video Transcript

Steve Hurst explores issues that government leaders must consider as they re-imagine citizen services.

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

For example, Hawaii.gov has revamped its online portal to be more user-friendly.

GOV.UK is improving its end-to-end digital experience.

New York City is engaging its citizens through the ChangeByUsNYC social media platform.

And connected mobile platforms—like this one for police officers—allow workers to receive critical information in the field in real time.

From a digital enterprise perspective, analytics insight is increasingly being built into government functions. An example is this child welfare case worker platform.

While digital is in action across pockets of government, the important question remains: How can digital be widely adopted to universally delight those we serve, enable our workforce and create the insights that will power performance?
The good news? A playbook already exists from the commercial sector.

To get started, governments must start small, build one citizen-facing service at a time…and then do it again.

You’ll need a digital team, comprised of a digital design studio, an analytics team and a development team.

The digital studio is creative, agile, innovative—and at the center of your transformation.

The studio’s role is not only about creative design, but also about understanding your customer—leading to insightful solutions that will delight the end user.

To sustain your digital transformation, you’ll need to focus on value and relevancy; enterprise information management; customer service management; the right digital talent; procurement reform and digital technology platforms.

However, you don’t have to solve all of that right now. Start small where you are, putting each element of the digital playbook in place as needed.

As government becomes more digital, life for citizens becomes more simplified and meaningful, and cities become safer.