Today’s Digital Customer: How Commercial Organizations are Racing to Become Digital Organizations

Video Transcript

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

What would a world look like in which we’ve harnessed all digital capability for government?

From the perspective of a digital citizen:

Mary is a 45-year old single mom with two children. She works two part-time jobs and relies on social services for food and other assistance.

Today, she gets a phone notification from the DMV that it’s time to renew her car tags. She completes the transaction, receives an email confirmation that the tags are in the mail, along with a tracking number.

While her kids are getting ready for school, Mary scans the job referrals on the state’s Job Exchange. Due to her skill set, she has access to a list of opportunities that would allow her to earn more and work only one...
job. With one click she applies.

Later in the day, she checks her bank balance and notices that child support is late. She sends a notice to her caseworker, Matt. Matt texts her that he’ll look into it right away and follow up with her.

As a digital citizen, Mary’s simple and convenient interactions—tailored to her needs—allow her to do in a few minutes what could take hours, and even days.

From the perspective of a digital worker:
Matt, Mary’s caseworker, has worked for the Department of Social Services for 15 years. Two years ago he went digital—and that changed everything.

Matt logs in this morning and his schedule of cases for the day pops up onscreen. He has three home visits and five video conferences today. For each case, he has immediate access to all the files he needs on the Casefile App on his tablet.

Later in the day, Matt gets a note from Mary about the late child support payment. With a few clicks he accesses her file and finds that late payments have become more common in her case. Matt alerts Josh, the caseworker of Mary’s former husband, to the problem. Josh put the case on his watch list and is assessing options to get the payments back on track. Matt then sends an update to Mary…and heads out to his next visit.

Becoming a digital worker means Matt has the tools he needs to do what he cares about most—helping people get the support they need—more effectively and productively.

From the digital engine room:
Bill and Lisa are part of the Department’s Analytics Office, started two years ago with just the two of them.

One of their first projects was to examine the deployment of caseworker resources. They discovered that every case was treated the same—the same reviews, visits and resources. Some cases got more attention than they needed while others got less.

So, Bill and Lisa developed a way to measure the risk in each case so that the Department could allocate caseworker resources appropriately. Now, fewer cases spiral into a crisis situation and caseworkers have caseloads that are better balanced and more manageable.

The office also designs child support payment arrangements that better fit the circumstances, increasing voluntary compliance and decreasing the need for compulsory enforcement actions.

To help decrease fraudulent claims, the Analytics Office built a tool that risks score claims so that auditors can target and prioritize their efforts. Today the department has one of the lowest fraud rates in the nation.

The Analytics team has a wealth of information that can be turned into insights that can drive improved performance. Bill and Lisa, along with their 20 colleagues, are the engine for improved government performance.

The Department’s Analytics Office may be working with constrained resources, but it’s doing more of the right things—and delivering better public service outcomes.

While the aforementioned scenarios are only imagined possibilities, watch the next video in the series to learn about the digital disruption that is currently underway across government today.