



PUBLIC SERVICE CONSULTING

VIDEO TRANSCRIPT

Get ready to move ahead

Rapid technological and socioeconomic change are creating mass disruption in public services. Accenture helps you harness that disruptive potential. So that when the world moves, you're ready to move ahead. It's time to redesign thinking.

Transformation is really about innovation culture. Transformation is not a project with a begin date and an end date. Transformation is really a mindset that puts you into a culture of continuous innovation. And Accenture is really the only firm that does the entire spectrum from the development of the strategy and the full actualization of the strategy in an operational context.

It's not something you do overnight, it's a continuous improvement effort – whether it's modernizing your infrastructure; whether it's moving to a digital government framework or just figuring out a way to leverage data or leverage technology more to deliver services better. Citizens want the same level of government they're getting in the private sector and quite frankly, they don't want them tomorrow. They want them now.

We put the citizen at the center of the customer experience not because we want to focus on experience. We put the citizen at the center because we want to focus on the citizen. And we want to ultimately focus on the outcome. In the public sector, if they want to public into the more customer-service focused type of agenda, they really need to re-tool.

One of the things that they should think about is their human capital; their talent. How their people adapt to change; how to get them to change their behaviors and their actions. Making sure that you have an organization model that is flexible and adaptable.

When decision-makers are thinking about the future of their platforms and their information technologies, I think the most important thing they can consider is breaking down barriers between the information they house and the information housed in other places. And the extent to which we can see that as one data set will be more likely to have information available in a that leaps off the page. A portfolio of partners that might together, solve incredible challenges.

It used to take years to go from an idea; a thought to a system, into something that was really driving differentiated outcomes. And now, we can go there in a matter of months. The ability to both be nimble at the front end and to prototype and iterate and to then pull back some of that really deep experience about understanding how complex and highly regulated our public sector can be is really critical to long-term success. Actually looking at an outcome; looking at a challenge or a problem – we start by thinking about what is the challenge that state, that county, that city is facing and how are we going to attack it from an outcome focus from day one. Thinking about what success really looks like to our clients and to our clients' clients.



This is about how do we improve the services and the outcomes for our citizens. And in the end, that's really all that matters is better outcomes and a better life for our people.

Get ready to move ahead and transform the citizen experience with our Public Services consulting team.

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