



How citizen feedback can improve service and make you citizen-centric.

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About the Speaker

Paul O'Sullivan

- Solutions Expert, SAP
- Paul is responsible for Citizen Experience globally for SAP
- Has travelled to every continent with SAP to support customers except Antarctica

Key Outcomes/Objectives

1. Learn how some customers have designed their services around their citizens to improve customer service
2. Understand how SAP plans to enhance citizen service by embedding Qualtrics Experience Management

Agenda

- Overview of select Public Sector customer projects
- XM for Government

Christchurch City Council provides access to 46 public services in the cloud – delivering a great citizen engagement experience.

Moving to the cloud with SAP® Customer Experience solutions and the SAP C/4HANA suite enabled Christchurch City Council to:

- Introduce a digital interface allowing citizens to easily and quickly engage with the council
- Manage citizen requests across a range of issues, including road repairs, graffiti removal, and animal management
- Allow citizens to pay for or log requests for services using a Web site or mobile application
- Empower citizens to use the camera on their mobile device to capture images of issues such as potholes or graffiti and pinpoint them on the Council's Geographical Information System
- Streamline inbound requests and work orders, allowing customer service representatives to identify duplication of reports
- Visualize geographical trends in service requests, enabling a focus on reducing service requests in specific areas and allowing elected council members to better understand constituent needs

“With the deployment of SAP Customer Experience solutions, we’ve developed a **digital interface for citizen interactions with the council**, enhancing citizen engagement and improving services.”

Dana Burnett, My Council Program Manager, Christchurch City Council



Creating a 24x7 Smart Government System in the UAE

Ras Al Khaimah (RAK)

Ras Al Khaimah,
United Arab Emirates

www.rak.ae

Industry

Public sector

Products and Services

Government departments

Population

345,000

Employees

2,500

SAP® Solutions

SAP® ERP and SAP CRM applications, SAP ERP Financials and SAP ERP Human Capital Management solutions, SAP NetWeaver® technology platform, SAP BusinessObjects™ business intelligence solutions, SAP Fiori® apps, and SAP Mobile Platform.

Citizens of Ras Al Khaimah with growing families can now swiftly and easily apply for building permits online, saving time and money. This is just one of multiple processes the government has transformed by partnering with SAP to create a world-class electronic service. The resulting unified and integrated system for the new smart government makes life so much easier.

Before: Challenges and Opportunities

- Provide an 24x7 electronic government portal that is paperless and enables cashless transactions
- Save time and money for government and citizens
- Integrate data and enable more accurate data and efficient calculations

Why SAP

- Ongoing partnership between RAK's Electronic Government Authority and SAP
- Implementation of SAP ERP and SAP BusinessObjects business intelligence solutions on the SAP HANA® platform to create dashboards for top management
- Range of SAP solutions used, including a localized version of SAP ERP HCM

After: Value-Driven Results

- Fully automated, e-archived services accessible to citizens and employees round the clock
- Savings for RAK's government and citizens by replacing multiple manual systems with online services
- Improved accuracy by automating complex calculations and integration across departments
- Better legal protection for citizens through a shared, integrated, and fully automated e-justice case system for prosecution and civil courts that results in the faster processing of cases

Minutes

To deliver online file requests

1 day

Service – from case registration by a citizen to the case being heard by a judge

Days

To complete hiring, reduced from months

<10 minutes

To get public prosecution service documents

“The strong partnership with the localization team gave us the confidence that we had the kind of relationship and shared the same team spirit that would enable us to deliver e-government to our employees and citizens.”

Eng. Ahmed Al Sayyah, General Manager, Electronic Government Authority, Ras Al Khaimah

Engaging with People, Not Just Properties

Auckland Council

Auckland, New Zealand
www.aucklandcouncil.govt.nz

Industry

Public sector

Products and Services

Council services for
1.4 million citizens

Employees

9,870

Revenue

NZ\$2.4 billion (US\$1.7 billion)

SAP® Solutions

SAP® Hybris® Commerce solution,
SAP Information Steward
software, SAP BusinessObjects™
solutions,

SAP Process Orchestration
technology, SAP Extended
Enterprise Content Management
application by OpenText, SAP
Customer Relationship
Management application, and
SAP Public Sector Collection and
Disbursement application

Auckland Council knew it had to consolidate back-end systems to upgrade its digital citizen services. Plus, in a city where 40% of people are renting, it needed to interact with the person, not the property. Working with SAP, it has transformed itself from a data-rich but information-poor organization into an agile service provider that truly delivers for its citizens.

Before: Challenges and Opportunities

- No single view of the customer across council services
- Substantial data holdings on properties, but very little information about tenants themselves
- Different ways of looking at property across councils and inconsistent memorandums issued to citizens
- Different ways of calculating rates across councils, causing confusion for those with multiple properties
- Different IT platforms and business applications across councils, with functional overlap and data duplication
- People-intensive, region-specific services, limiting workforce deployment options and responsiveness

Why SAP

- Multiyear strategic relationship
- Comprehensive business solutions from consolidation of the back end to digitalization of the front end
- Public sector-specific solutions and industry-aligned subject-matter expertise

After: Value-Driven Results

- A single view and enhanced understanding of customers that provides new insights, enables delivery of new services based on commercialized data, and streamlines business processing
- Better service with a digital identity that allows citizens to serve themselves from the convenience of their home
- Greater customer engagement by using mobile devices and sensor technologies
- Flexibility to deploy the workforce in any region in response to current events, including working from home
- A modern digital platform that enables the ICT team to respond with agility to changing citizen needs and emerging business trends

8

Local governments amalgamated into
Auckland Council

5

Large, highly customized business
applications consolidated in 4 years

70%

Of digital citizen services to be
transacted online by 2020, enabled by
SAP Hybris

“With a stable platform in place, we can stop looking internally so much and look outwards on how we can [use technology to benefit the business.](#)”

Mark Denvir, Director of ICT, Auckland Council

The Experience Gap

80%

OF CEOs
BELIEVE THEY
DELIVER A
SUPERIOR
EXPERIENCE

8%

OF THEIR
CUSTOMERS
AGREE

THE EXPERIENCE GAP

Experience Management

EXPERIENCE MANAGEMENT

| **noun** | 1: a holistic understanding of human experiences through data-driven insights that have direct, measurable effects on operations; a virtuous cycle of learning and continuous feedback.

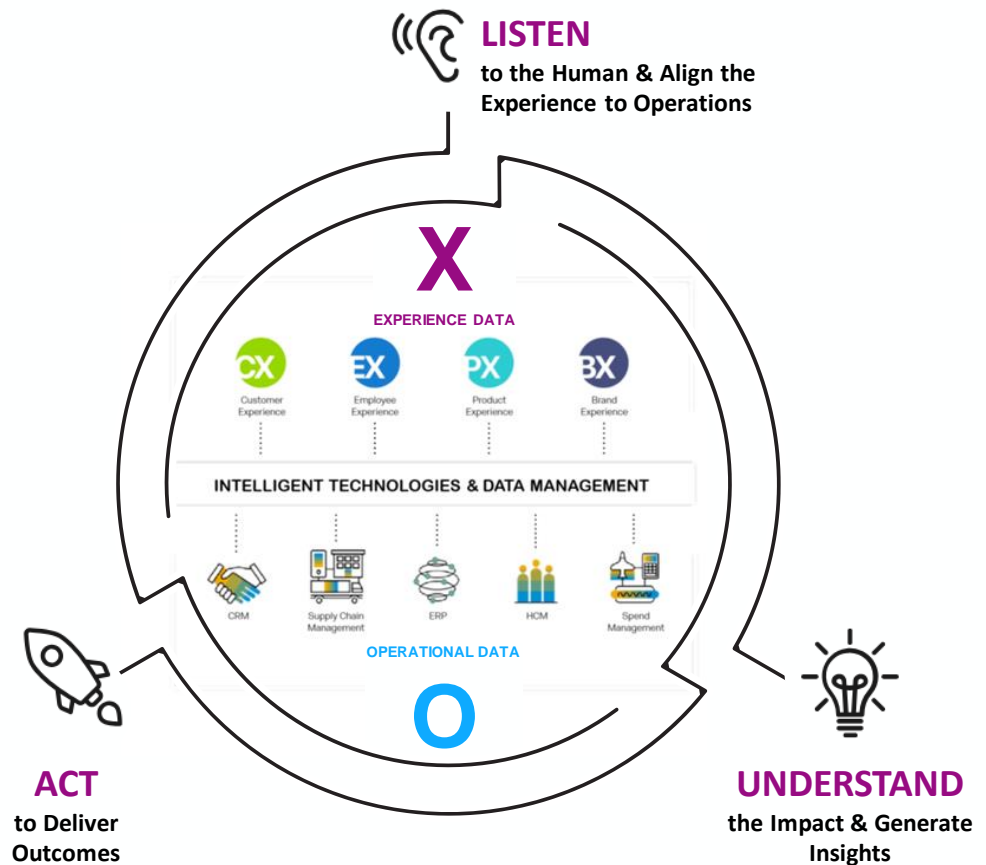
2: effectively combining qualitative experience X-data with quantitative operational O-data to drive interactions impacting business performance.

X-DATA (WHO, WHY)

| **noun** | 1: Experience data, the human factor data — the beliefs, the emotions, and the sentiments. X-data is the human feedback that points to the gaps between what you think is happening and what is really happening

O-DATA (WHAT, HOW)

| **noun** | 1: Operational data — sales data, finance data, HR data, tangible records of tangible activities. O-data gives you visibility into the business impact of human experiences - think win rates, profitability by product line, and employee attrition.



Fusing X and O Data

- Simply having human experience data is no longer a competitive advantage on its own. **Differentiation requires the fusion of human experience data with its correlated operational data.** This combined approach is rapidly becoming the new North Star.
- The fusing of X and O data provides a holistic understanding of human experiences through data-driven insights. This combination has a direct, measurable effect on operations – a virtuous cycle of learning and continuous feedback. **This loop of LISTENING, UNDERSTANDING and taking ACTION provides an avenue to change behaviors thereby improving performance.**
- This is just the beginning as constituent, employee, product and brand experiences are reimaged from an application perspective. Employee life-work experiences will come together, **customer insights will be front and center in the Digital cabinet room** and instant feedback from all parties across the digital eco-system will be visible.
- A government's propensity to listen, understand and take action based on fused X and O data propels new strategies while authenticating the human experience.



The XM Process

COLLECT



Key experience data at every crucial interaction point

ANALYSE



Experience & operational data to uncover valuable insights

ACT



To rapidly deliver real sustainable business improvements

X+O will empower our customers to listen, understand and act



Constituent Experience

Shift the paradigm from a taxpayer to a customer by enhancing the digital experience with personalized interactions and insights to improve livability.

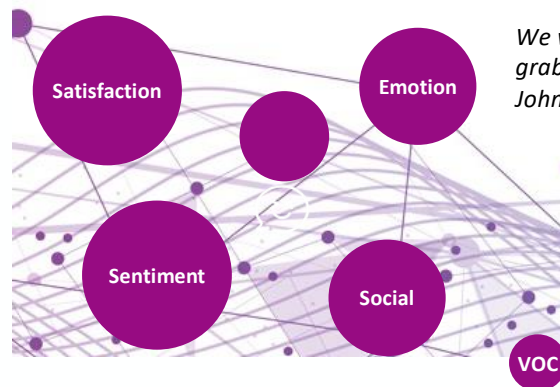
X-DATA CAN HELP YOU UNDERSTAND...

- The **customer journey** and where customers are struggling with the process
- Their **satisfaction** from the service they are receiving
- **What interactions are important** to constituents
- What constituents think of your **programs and policy**
- The **sentiment and emotion** of constituents across different channels and touchpoints
- What is the citizens' **trust in Government**

X+O DRIVES OUTCOMES...

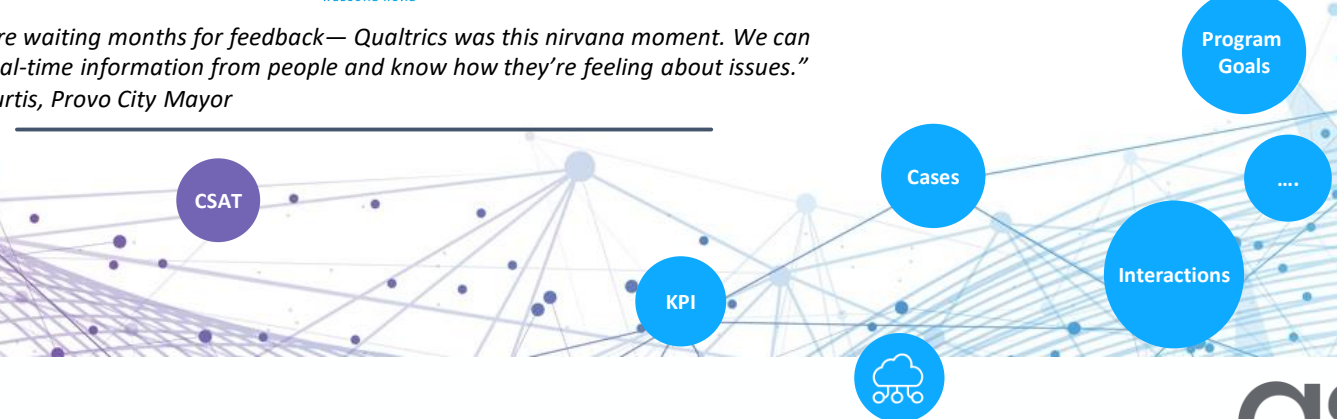
- Increase **trust** by listening to, and understanding, constituents needs and delivering what they expect
- **Improved program outcomes** with personalized service delivery and improved targeting
- **Improved customer service** and operational processes based on customer satisfaction feedback
- **Reduce cost-to-serve** by offering personalized and contextual service across multiple channels

X - DATA



We were waiting months for feedback— Qualtrics was this nirvana moment. We can grab real-time information from people and know how they're feeling about issues.”
John Curtis, Provo City Mayor

O - DATA



Stewardship

Understanding the human impact of government programs allows government agencies to direct limited resources to where they can best achieve public policy objectives.

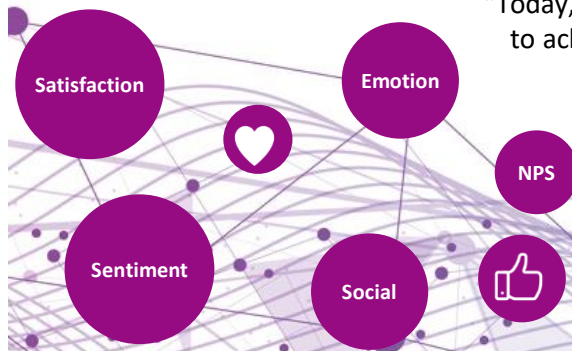
X-DATA CAN HELP YOU UNDERSTAND...

- Whether programs and services produced their **intended public policy outcomes**
- **Accessibility and ease of use** of program and services to constituents
- **Relative value of individual program components** to program recipients
- The impact of the program on constituents' **trust and confidence in government**

X+O DRIVES OUTCOMES...

- **Increase effectiveness of program investments** by directing resources to best performing programs
- **Anticipate demand for programs and services** based on expressed interest by constituents
- **Justify budget requests** based on evidence of program success
- **Identify potential fraud and waste** in programs and services and take action to prevent loss

X - DATA



Anahita Reilly, GSA Chief Customer Experience Officer

"Today, GSA is focusing on how an enhanced CX can improve an agency's ability to achieve its mission and budget goals, while creating a stronger culture of citizen service and mission delivery among employees."

O - DATA



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Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

<http://info.asug.com/2019-ac-slides>

Q&A

For questions after this session, contact me at paul.o-Sullivan@sap.com

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