

# DRIVING CITIZEN SATISFACTION WITH DIGITAL SOLUTIONS



THE CASE FOR IMPROVING YOUR GOVERNMENT DIGITAL PORTFOLIO

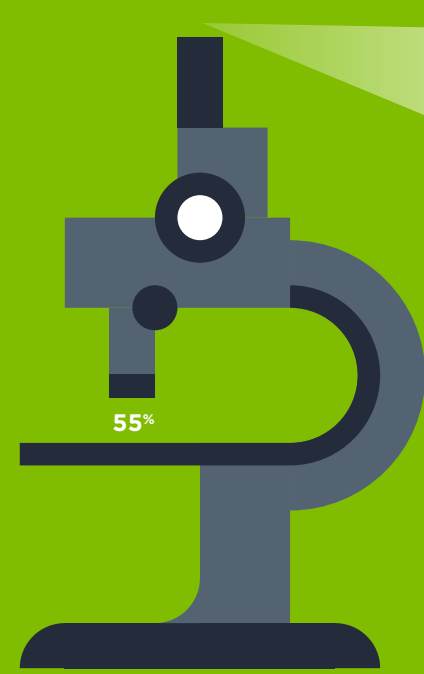
## CITIZENS WANT CHANGE



Describe their government as slow adopters.<sup>1</sup>



Say their government lacks a coherent digital strategy.<sup>1</sup>



**55%**

Are open to taxpayer money going toward the research of forward-looking technologies.<sup>2</sup>

## DIGITAL GOVERNMENT SERVICES POSITIVELY CHANGE CITIZEN PERCEPTIONS

**73%**

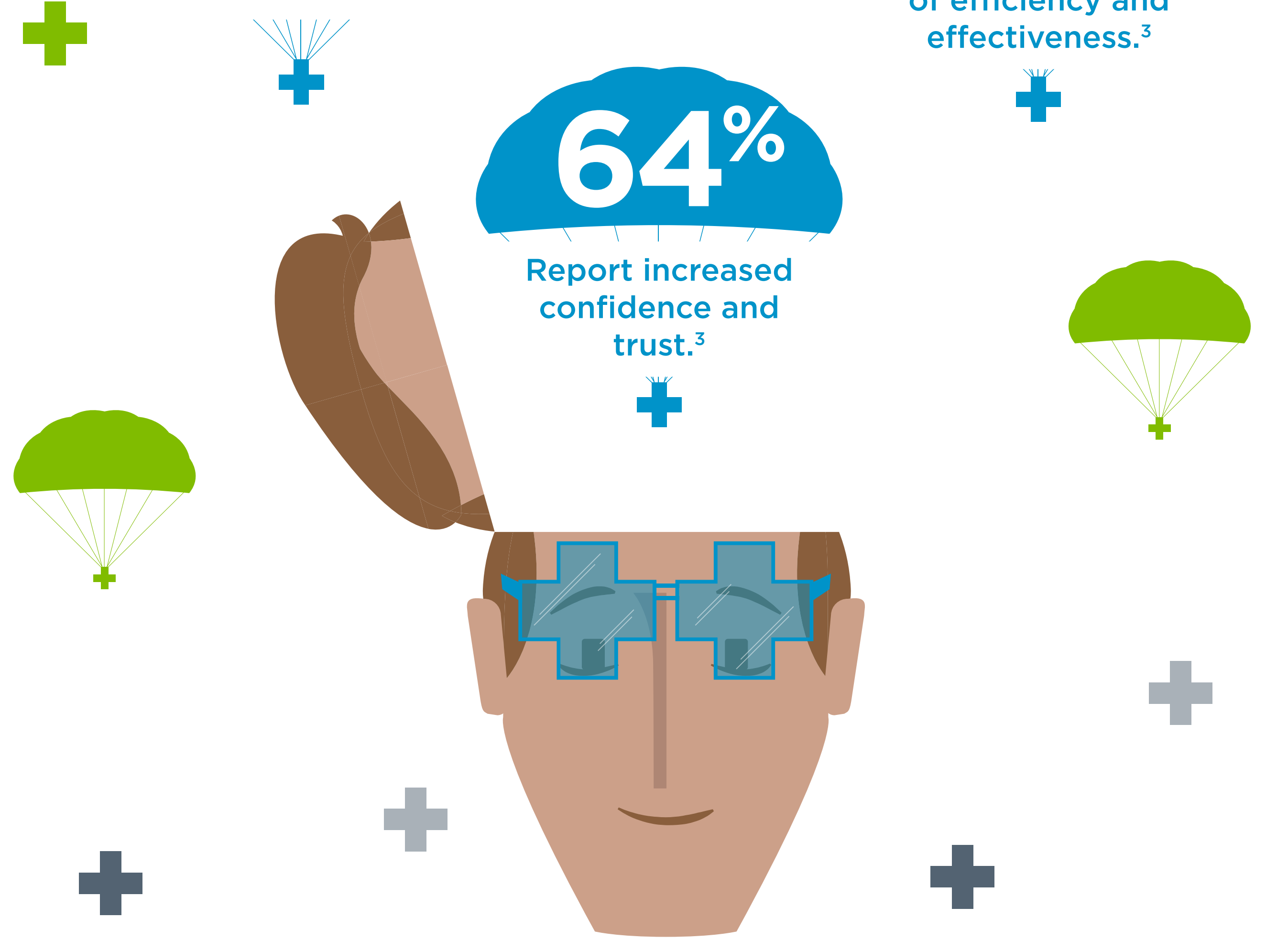
Report higher overall satisfaction.<sup>3</sup>

**68%**

Report higher belief of efficiency and effectiveness.<sup>3</sup>

**64%**

Report increased confidence and trust.<sup>3</sup>



## CITIZENS WANT DIGITAL SELF-SERVICE OPTIONS

IN THE LAST 12 MONTHS:

**40%**

Attempted to pay taxes online.<sup>3</sup>

**18%**

Attempted to pay fines or tickets online.<sup>3</sup>

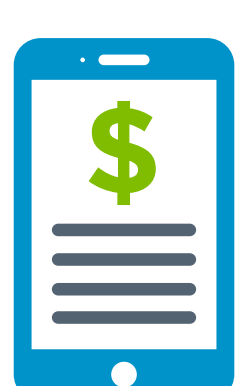
**11%**

Attempted to report public safety issues online.<sup>3</sup>

**10%**

Attempted to apply for or renew permits online.<sup>3</sup>

## HOW KUBRA CAN HELP



Digital Billing and Payments



Interactive Maps



Public and Citizen Communications



Document Archival and Retrieval

Sources:

1. Governing. A Government for the Digital Age. 2018.

2. Salesforce. Connected Citizen Report. 2017.

3. Accenture Consulting. Digital government: Great expectations, untapped potential. 2016.