
Improving the Citizen Experience

K.L. Scott & Associates, LLC. Point of View



**K.L. SCOTT
& ASSOCIATES**
ANALYTICS ANALYSIS ADVICE

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The Citizen Experience Point of View (POV)

Local, State and Federal governments need to match the rising expectations of its Citizens



Online Payments & Forms

- Citizens prefer transactions online for all public services such as tax payments, fines and violations, parking, and other misc. government fees.



Real-time Notifications & Alerts

- Citizens want to know the about community and public events in real-time to stay aware and informed.



Single View of the Citizen

- Citizens prefer to be known across all government agencies without managing multiple user accounts and passwords per agency application.



Enable Mobile Capabilities

- Citizens are mobile and prefer to engage in real time with personalization
- Utilize mobile technology for geolocation services to communicate with Citizens



Connectivity

- Citizens expect a digital government that includes access to high speed internet and connected devices – Internet of Things (IoT)

FACT:

Of the **325** federal mobile applications currently available, only **5%** of citizens use them and approximately **60%** of citizens choose to use the call center versus utilizing government websites.

Source: Government Business Council

Digital government agencies must be driven by an understanding of processes, needs, and desires of Citizens

The **Major** Causes of Poor Citizen Experience



LEADERSHIP

LEADERSHIP GAP

Many government agencies have failed to designate a Citizen Experience (Cx) Officer to establish a Cx strategy, performance metrics and manage Cx improvement initiatives.



NEGLECT OF CITIZEN-CENTRIC DESIGN

Agencies should engage citizens on application design to solicit feedback.



PLANNING
CHECKLIST

MISALIGNED PRIORITIES

Agency prioritizes perfecting technology over quality of the Cx.

Government agencies must design a Citizen-centric strategy to improve their interactions and engagements to improve the Cx

Government Agencies should implement the following to **ENHANCE** the Citizen Experience



CREATE a Cx FRAMEWORK

Government agency leaders need to create a strategic framework and communicate this with their employees to foster a best-in-class Cx culture.



REDESIGN from Cx POV

Design systems so people can go to one place online to access government services. Citizens prefer NOT to re-enter information more than once and that includes intra- and inter- agency applications.



ANALYZE the Cx

Use administrative data, surveys, direct observation and other sources to acquire objective, precise, and timely information to constantly refine and enhance interactions with Citizens.



IMPROVE DIGITAL TRANSACTIONS

Agencies should enhance digital transactions to utilize self-service channels to save costs by automating repetitive and manual processes.



AUDIT CURRENT PROCESSES

Perform scheduled audits through the use of journey maps and personas that reflect the Citizen experience and identify pain points, improve touchpoints, and implement process improvements



EMPOWER EMPLOYEES AS Cx CHAMPIONS

Establish a team of Cx Champions to create strategies to improve and measure on an ongoing basis Cx key performance indicators.

A photograph of the Georgia State Capitol building, featuring a prominent golden dome and classical columns. A semi-transparent green rectangular overlay is positioned across the middle of the image, containing the text 'Company Overview'.

Company Overview

KLS&A provides independent analysis and strategic advice for federal, state, and local government agencies

Government Expertise

- Local, state and federal government agencies

Senior-level Consultants

- 15+ years of industry experience
- Master-level education
- Industry certifications

Independent Advisory Services

- Technology agnostic
- Organizational performance optimization
- Cost reduction and avoidance through efficiency gains



GSA Schedule 70 Contract #: 47QTCA19D0055

GSA PSS Contract #: 47QRAA18D00GU

HUBZone Certification Number: 57399

DUNS Number: 079699626

CAGE Code: 7AX15

E-Verify Number: 865643

Small Business Certifications

- SBA Historically Underutilized Business Zone (HUBZone)
- Minority Business Enterprise (MBE)
- Disadvantaged Business Enterprise (DBE)





“Our mission is to be the primary advisor to local, state, and federal government agencies to support their efforts to operate efficiently and effectively for the taxpayers which they serve.”

– **Keith L. Scott, President & CEO**

“ K.L. Scott & Associates did a business process analysis for my department that identified money-saving operational reforms and laid the foundation for the development of the Department of Public Instruction’s first strategic visioning process. ”

- Kirsten Baesler, Superintendent of North Dakota Department of Public Instruction

“ For the last 5 years, K.L. Scott & Associates has assisted Alachua County, FL with performance measurement, performance reporting, performance alignment to our strategic guide, and strategic planning. The use of the AchieveIT Software solution through K.L. Scott & Associates has significantly increased our managerial reporting, dashboard usage, and performance monitoring. Alachua County has more than 160 operational measures and we are able to easily monitor progress and report by focus area, department, measure status, and a number of other factors. We now have 100% departmental usage of our performance reporting and strategic alignment system. Our partnership with K.L. Scott & Associates has been a tremendous success! ”

- Donna Bradbrook, Strategic Performance Manager of Alachua County, Florida



A group of five business professionals are seated around a white conference table in a bright, modern office. From left to right: a woman with curly hair, a man in a blue shirt, a man in a white shirt holding a pen, a woman in a pink shirt, and a man in a white shirt with glasses. They are all looking towards the center of the table, engaged in a discussion. The background features large windows with a grid pattern, letting in natural light. A semi-transparent green rectangular overlay is positioned in the center of the image, containing the text 'Our Services' in white.

Our Services

Partial Client List



KLS&A has helped government agencies across the country improve their organizational efficiency from the Citizen POV





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