# Self-Service is No Longer Just a Trend: How Government Agencies are Improving Citizen Engagement and Streamlining Digital Transformation

Throughout all industries, self-service automation has become key to driving next-generation workflows and to saving money. The same holds true for government agencies, who, in the early stages of modernizing business processes, tended to look only at reducing costs. As their strategy and implementation developed, the digital transformation process included a move towards improving user engagement and experiences. Today these efforts continue, with a particular focus on delivering better user experiences, including improved engagement and transparency. According to a global survey by Deloitte University Press, "The Journey of Government's Digital Transformation":
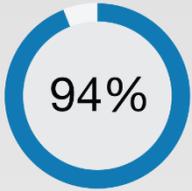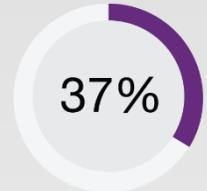
94% of maturing organizations have a digital strategy aimed at improving overall experience and engagement
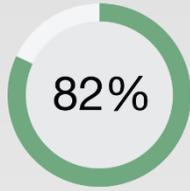
82% of government agencies aim to improve customer experience through digital transformation
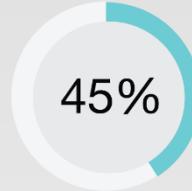
45% of public sector agencies have a clear and coherent digital strategy

37% say citizen demand was one of the primary drivers of digital transformation

Governments understand that the expectations of their citizens have changed and a workflow or program that met their requirements yesterday may no longer be sufficient today. Throughout all facets of our day, we as citizens now expect immediate answers and the convenience of self-service at our fingertips. Citizens fundamentally demand faster and easier access to their governments as well, with more advanced systems of engagement and transparency, including those interactions via social and mobile channels, in addition to self-service and kiosk solutions – all shaping the future of how we interact with our state, local and federal government agencies.

Automate Operational Processes

As budgets become smaller and citizens' expectations expand, A2iA understands the importance of a simple user experience as well as a tangible ROI for the agency. With software toolkits that can be integrated directly into self-service workflows, these new intelligent devices can automatically process payments, locate and extract data from ID cards, as well as capture handwritten keywords and phrases from forms, applications and handwritten letters. Enable convenience, facilitate transparency, and allow citizens to take control of their data and to access their information from anywhere, at any time.

ID cards, drivers' licenses, passports

Structured forms and applications

Handwritten and freeform letters

Payment documents and checks

Facilitate a Digital, More Connected Community through Citizen Engagement

Developing a strong self-service plan without creating additional tasks for understaffed offices is critical. A2iA's recognition software is proven to help achieve this by fundamentally reducing manual tasks such as data keying and document sorting, allow agencies to offer expanded functionality with a new level of convenience. Citizens gain immediate access to services by means of kiosks and automation, and agencies eliminate a significant amount of manual work, enabling employees to focus on more critical tasks. These new intelligent self-service solutions also facilitate a digital and more connected community, allowing for more citizen touch-points.
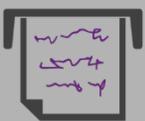
Expand self-service offerings

Streamline citizen engagement

Increase citizen touch points

Improve community interaction

a2ia
access more