



Re-align human interactions

Adapt your approach to provide equitable experiences

KPMG Smart Government

Catalyse digital progress

Executive Summary



Government organisations have been forced to rethink how they interact with both their employees and the citizens they serve.

UKs Civil Service Diversity and Inclusion Strategy: 2022 to 2025, that calls to welcome talent from a range of backgrounds, experiences and locations, engage the communities served and support innovation, performance and engagement¹, is placing pressure on government departments to deliver equitable services.

Traditional service delivery no longer works

- ➔ Constituents — including citizens and employees — have changed
- ➔ Ways of working have evolved
- ➔ Digital has advanced
- ➔ Economic ups and downs
- ➔ Organisations serve constituents from five generations

Equitable service delivery can help improve outcomes

Each employee, constituent, or beneficiary should receive fair, equal, and unbiased service from their government, but this isn't an easy task to accomplish.

In many places, there is low trust in government organisations, and constituents feel undervalued. Organisations should rethink the way they operate and engage with people in proactive, empathetic ways that allow citizens to retain their dignity.

Government and public sector organisations should address unconscious bias in their organisations,

reassessing how policy can be a barrier to equitable service and take advantage of automation and AI to provide streamlined online services where possible.

Things to consider

- ➔ Blend funds with adjacent organisations and programs to streamline service delivery
- ➔ Offer programmatic service coordination to streamline multichannel service users
- ➔ Address bias in service delivery processes, offering training where necessary
- ➔ Meet with constituents to learn more about their unique needs and preferences
- ➔ Treat citizens as customers
- ➔ Recruit former program beneficiaries to redesign experiences

Design services with a customer experience approach

A human-centered approach to design allows government organisations to create experiences that view citizens as customers. Taking a customer experience approach delivers individual, human-facing services, guided by insight into who the citizen is and what they need.

Human-centered design helps government organisations build equity into the citizen experience. It helps organisations contextualise high-level problems, before addressing these at the individual level with input from the people affected.

¹ Civil Service Diversity and Inclusion Strategy: 2022 to 2025, 24 February 2022, Gov.UK.



Defining equitable human experience

The sum of all interactions a customer has or perceives to have with an organisation from the point of awareness and consideration through purchase or acquisition and use of the product or service. When an experience is equitable, each employee, constituent, or beneficiary receives fair, equal, and unbiased access to services and treatment in receiving them.

Equitable experiences with fiscal responsibility

The challenge for public sector organisations is balancing the ability to deliver equitable experiences while being good stewards of public funds. The KPMG member firm customer experience excellence methodology highlights how government organisations can deliver equitable services while maintaining fiscal responsibility.

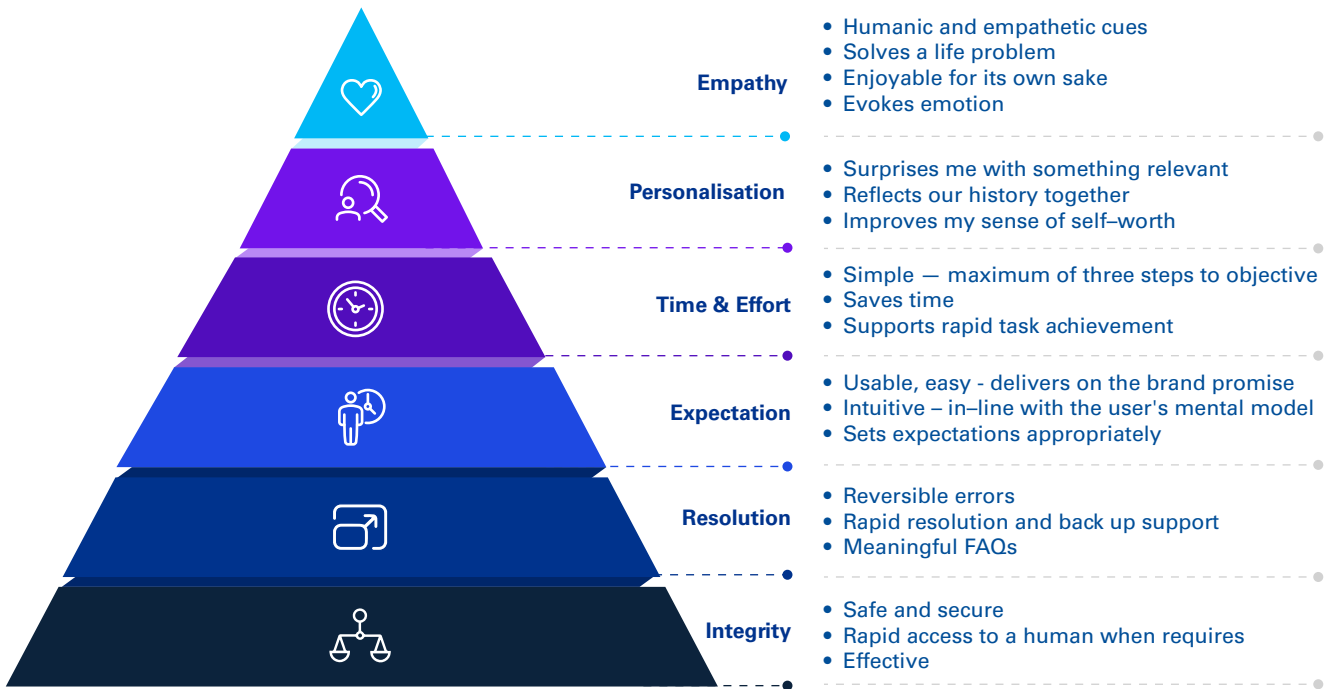
The customer experience excellence approach is built on six pillars of every great experience, and is designed to identify gaps in any experience strategy.

Get better at serving each person for the long-term

Imagine a world where a citizen applies for aid, and a program identifies all other benefits or services that citizen is eligible for. A single tap then assigns them a case worker who can guide them through their application and continue their service delivery post-application. The experience is the same for every single citizen.

This doesn't need to be a dream of the future — government organisations can use digital transformation to create equitable, unbiased, streamlined service delivery that meets the unique needs of the citizen.

Putting in the work to deliver equitable experiences is worth the effort. It will strengthen families, communities, and our nation for generations to come.



Source: KPMG Nunwood 2017 US Customer Experience Excellence Analysis

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