



Re-assure citizens

Fulfil people's needs on your digital journey

KPMG Smart Government

Catalyse digital progress

Executive Summary



There's a growing demand for modern digital experiences

In today's modern world, citizens of any modern nation government organisation should not have to jump through hoops to access life-sustaining services. With some services offering on-line applications, others by phone or even paper and some requiring an in-person interview as well, there needs to be a more streamlined approach.

Governments should provide, safe, secure and empathetic services to its citizens. We expect reliable, seamless, on-demand services from businesses across most sectors today and government must provide the same. 74% of customers said they were confident they could self-serve on the gov.uk website.

Fulfil people's needs as a priority

Processes and technology are not the only focuses of the modern government as it navigates digital transformation. Citizens, the employees that serve them, and the third-party vendors that work so closely with them, should be prioritised in experience design.

Human-centered experience design makes for happier, more productive colleagues, who serve fulfilled, respected customers.

Four steps to fulfil needs

Your extended supply chain team is a mix of internal developers, risk and security professionals, cloud vendors, DevSecOps, and database service providers, to name a few.



Identify your main user groups, e.g customers and employees.



Understand what their needs are.



Build an experience roadmap.



Regularly check in with user groups as the experience rolls out.



¹ Summary: DWP Customer Experience Survey: benefit customers 2020 to 2021 - GOV.UK (www.gov.uk)

Start small and move fast

Revolutionising your experience offering is a major job which requires a shift in every area of the organisation. Don't let this outpace you: start small and keep the outcome in mind.

Tips to fulfil needs:

- ➔ Evaluate the organisation's mission, long-term plan and user feedback to identify needs and opportunities that could improve citizen and employee outcomes.
- ➔ Describe the outcome you hope to achieve by addressing these needs, ensuring they are specific, measurable, and meaningful.
- ➔ Use these outcomes to shape your strategy.
- ➔ Chart the process from the beginning of the user experience through to the resolution.
- ➔ Prioritise tasks into a 3-, 6- and 12-month implementation roadmap.



Meet user needs faster, embracing innovation and agility

With limited budgets and growing digital services demand, governments should deliver digital solutions fast, so employees can be productive and citizens can access services.

There are two approaches an organisation can follow:

- 01 Waterfall:** Focuses less on the end user and more on following structured development phases.
- 02 Agile:** Speeds up outcomes and helps ensure they meet user's expectations with a focus on continuous improvement.

The modern government should adopt an agile approach, monitoring and enhancing processes and filling any gaps to consistently meet expectations.

Poor experiences drive costs for citizens and the government services rather than people making choices. Government organisations have a duty to deliver the best value services as well as creating positive experiences for customers.

Government employees along with citizens, residents and businesses are a governments' customers. Competition doesn't exist as it does in the private sector, but people do make choices. A poor experience drives costs for government in the form of repeat and failure demand. People are taxpayers and voters. Government employees have alternatives. Governments owe all people positive experiences.

UK's Government Gateway for government services

The Government Gateway is a central location where UK citizens may sign up for online government services. The initiative was first operated by what is now HM Revenue & Customs (HMRC), and then by the Office of the e-Envoy - the Government Digital Service (GDS) of the day - which was then, as it is now, part of the Cabinet Office. More than 40 businesses, both big and small, participated in it, and Inland Revenue, Customs and Excise (since renamed HMRC), and the Ministry of Agriculture, Fisheries and Food actively participated as both clients and critical friends (now the Department for Environment, Food and Rural Affairs).

At its peak, the platform hosted more than 50 million active citizen, commercial, and intermediary accounts, more than 120 national and local digital public services, and more than 400 million authentications annually. Numerous websites used the platform, but it was also used by package applications like accounting and financial programmes.³

Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.

kpmg.com/uk



The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavour to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2023 KPMG LLP, a UK limited liability partnership and a member firm of the KPMG global organisation of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organisation.

CREATE | CRT145789B | June 2023

Document Classification: KPMG Public