

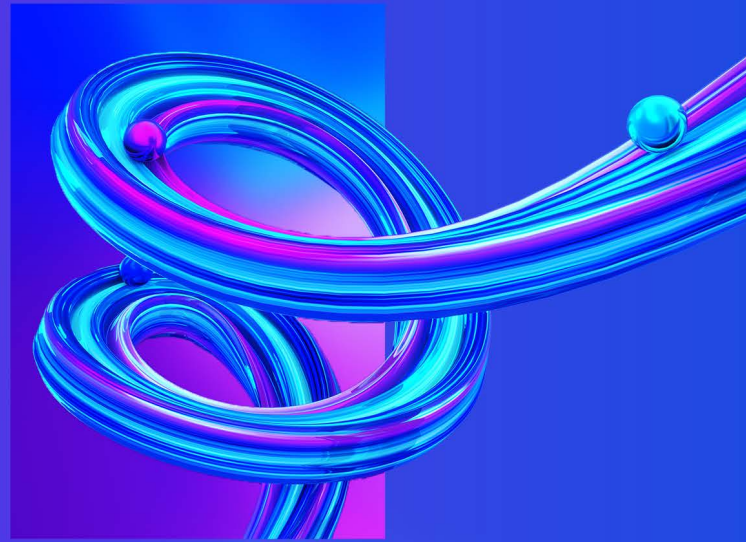


Re-fresh your digital strategy

Harness the human element to maximise results

KPMG Smart Government
Catalyse digital progress

Executive Summary



Digital transformation is more about humans than technology

Modern government organisations are prioritising their customer-centric strategy. Digital transformation isn't simply swapping out old systems for new ones – it's creating a resilient, agile organisation that evolves with changing needs, delivering digital public services to meet evolving human demands.

Successful transformation is grounded in an understanding of how citizens use the services. It means rethinking internal and external-facing processes first, before using data and technology to solve the challenges.

This creates a connected, powered, trusted organisation.

What it takes to make humans the focus of your transformation

Digital transformation is a continuous process that enables government departments to evolve to meet changing conditions and mission goals. How does a department ensure humans are at the heart of transformation?



Understand users' needs

Engaging employees and citizens – who will directly interact with emerging systems and role model any new processes – early in the process gives them a sense of ownership and improves user adoption.



Use agile and human-centered methods

Rather than just automating a process, adopting agile and human-centered achieves true digital transformation.

- a. **Agile** is the delivery method to build the solution. Agile delivery is constantly evolving to keep up with user expectations, analysing and identifying opportunities to improve processes and service delivery where needed
- b. **Human-centered** design guides experience creation, guided by the people the experience will directly affect



Build data expertise as the foundation

When digital transformation begins with a user experience focus, data is constantly used to reinforce and improve. The modern government has a workforce that can handle and analyse big, small, and wide data.





Big data is detailed transactional-level data that stores every footprint of all parts flowing in the supply chain network.



Small data examples are spreadsheets that many organisations create and maintain for routine or ad-hoc reporting and analysis.



Wide data includes unstructured data in various formats including tabular, text, image, video, audio, voice, temperature, or even smell and vibration.



Use emerging technologies ethically and efficiently

All modernisation of systems and processes must add scalability and enable organisations to think and work differently, while enhancing the way employees and citizens live and work.



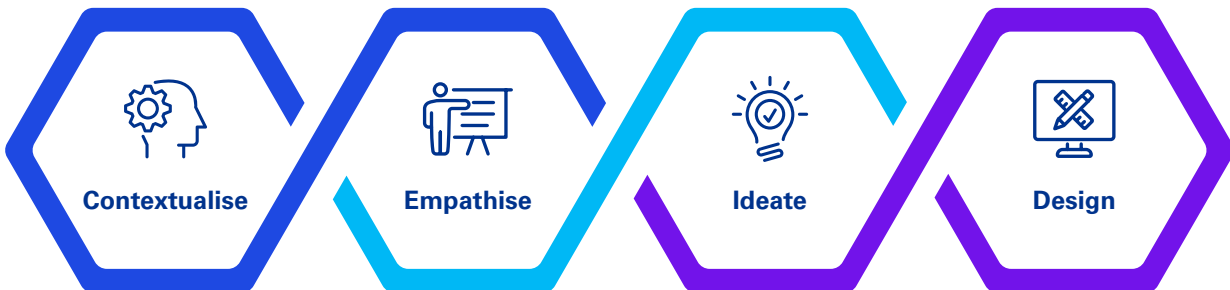
Build and reskill an adaptable workforce

An adaptable, flexible workforce is vital to helping transform an organisation to manoeuvre in a digital environment. This engaged, empowered team will not only shift with new demands but also anticipate and meet transformation change.

What digital transformation means for critical roles

Modernising means change for every person and process across the government organisation, at local and central levels. The workforce, across all functions, must be agile and prepared to reskill as the mission evolves. What's important is that every person knows how they fit into the bigger picture.

Four phases of human-centered design



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 | CRT14789B | July 2023

Document Classification: KPMG Public