

Enabling citizen-centric services

Shared digital services platform

Empowering government through a shared citizen service platform

Governments are continually under pressure to deliver greater value to their citizens and communities. Many governments have been seeking solutions to more effectively engage and connect with citizens, taking advantage of the rapid advances in cloud computing, data analytics, and mobile platforms, and assistive AI, to change the face of their government. These forward-thinking governments are working towards a digital future enabled by technology as the catalyst for new government service models.

Enabling Shared Citizen Services for Digital Government

The Citizen Services solution transforms government service delivery and engagement with an innovative cloud platform and integrated capabilities that streamline public services, interactions and feedback, enhancing citizen outcomes and building community trust.

Citizens gain access to government services across multiple channels and devices. The service platform enables government workers to make decisions faster with better data and information, and provides comprehensive services monitoring, management, and reporting tools that help to optimize service delivery.

"A reimagined role for technology that's focused on...technology-led strategy, a product- and platform-centered operating model, and technology functions becoming the steward of fully digitized customer [citizen] and user journeys."

— [McKinsey & Company](#)

Proactive Citizen Service

Especially as citizens become more dependent on digital tools, government services should be delivered with the same standards for service and quality as private-sector services. This includes the ability to proactively offer services to those in need, when and where they require assistance.

End-to-End Digital Service Delivery

Maximizing the benefits of digital services includes enabling back-office operations. A comprehensive service platform includes tools to improve service workflows and empower employees through data access and intelligence to better serve citizens with a fully-digital experience.

Shared Service Capabilities

Government agencies provide very different services to citizens, yet many require common capabilities. Fee payment, case management, status/performance reporting, document management, and request/work intake are common to most services. New digital capabilities like real-time language accessibility, service work monitoring, video visitation, and fraud/anomaly analytics can improve many services. Creating a common platform with a shared set of tools and skills provides these capabilities in an efficient, effective manner.

Citizen Digital Identity

Comprehensive digital services require a foundational understanding of your citizen with a level of reliability and protection. A government digital identity provides a single credential to safely and securely access government services, and manage their information and relationship with the government and associated personal information. This enables two-way communications and engagement, proactive service offerings, and potentially use a government-issued digital credential as a personal digital identity.

SOLUTION BENEFITS



Save time by leveraging common digital capabilities and models to streamline processes and automate workflow



Equip workforce with real-time insights to inform decisions, allocate resources, and optimize services



Improve outcomes for citizens by standardizing and simplifying access to government services and programs



Quickly identify and act when service changes are needed, by leveraging ready-built digital capabilities



Increase productivity by equipping the government workforce with both digital tools and modern skills to deliver digital services



Keep citizens personally engaged with officials through an omnichannel platform to raise concerns and receive support and services



Transform government services with digital assistants and applied intelligence to improve service delivery



Protect sensitive and confidential citizen and agency information through a comprehensive approach to privacy and identity management

Governments can now engage with citizens at scale through connected mobile services to better understand citizen needs and increase satisfaction and participation. This enables governments to successfully enact mobile citizen services and interact with citizens on a security enhanced platform. And in turn, the Microsoft cloud platform helps drive increased productivity, protect data from threats and reduce management costs.

Customer story

More inclusive, participatory citizenship in South Africa

Gauteng is the most densely populated province in South Africa, yet its government is spearheading digital innovation both within the state and internationally. Overseeing 13 departments, the institution serves more than 12 million citizens each day. To provide them with easier access and higher quality of civic services, the Gauteng Provincial Government (GPG) embarked on a digital transformation journey, working with Microsoft to build a citizen service platform.



"We wanted to move away from paper and manual processes and bring all citizen services to our digital platform."

Khuliso Muthivhi
Acting Deputy Director General

gauteng.gov.za

Next Steps

Contact your Microsoft account team to learn more.