

# Service Cloud

Building a stronger community with connected website, forms, communications, and engagement solutions that make government services accessible to all



## The challenge

Customer needs continue to grow and expand, but accessing and navigating complex government processes and services can be challenging. With increased public scrutiny and declining trust in government, it's more important than ever to deliver equitable access to information and streamlined and cohesive government services that work for residents and staff.

## What if you could...

- ✓ **Enable an inclusive government** that delights users by easily finding, accessing, and understanding government information and services 24/7?
- ✓ **Go paperless** with streamlined workflows for any service, from simple to complex?
- ✓ **Use actionable data insights** that engage users with proactive communications outreach and personalization at every step of the experience?
- ✓ **Develop and maintain relationships** by building, launching, and optimizing digital service programs through targeted engagement?

## Elevate government experiences and services with connected technology

Service Cloud helps government simplify information sharing, streamline government processes, and strengthen community relationships by integrating website, forms, communications, and engagement tools into one solution that solves multiple service delivery challenges and creates positive outcomes for your community.

Service Cloud provides one connected platform to deliver government information and services more efficiently, so you can focus on serving your residents while also consolidating systems, reducing siloes, and supporting remote/hybrid work.

## With Service Cloud, you can...

- **Reduce frustration** by connecting residents to information and services without complex government structure or language, using their device of choice when most convenient to them.
- **Deploy and optimize digital services across government** to meet both organizational and unique department needs while also keeping up with resident expectations.
- **Recommend curated content** and promote relevant services, events, and programs to your community based on recent activity.
- **Analyze service data and sentiment information** to gain actionable insights to address service gaps, improve customer experiences, and develop a long-term digital government strategy.
- **Access full-service experience services** to upskill internal teams and design, develop, and manage programs that enhance constituent experiences across government channels.

## Experience Services

Technology alone is not enough for organizations to improve service delivery, increase operational excellence, and engage their community. That's why Service Cloud, as part of Granicus' Government Experience Cloud (GXC) platform, provides ongoing Experience Services. Our Experience Services empower your organization with continuous support and strategic guidance, ensuring the successful delivery of resident-focused digital experiences. From implementation to ongoing optimization, our multidisciplinary team provides always-on expertise to level up your capacity and enhances the impact and efficiency of your programs, helping you achieve your goals at every stage of digital maturity.

With Experience Services, you also get access to a tiered service catalog and technical support framework that fits your organization's requirements, making it easier to implement Service Cloud and evolve as your community needs change over time.

## Proven Customer Success | Clearwater, FL



The City of Clearwater, Florida, is committed to providing quality, sustainable, cost-effective municipal services that foster and sustain positive government experiences for residents. Using Service Cloud, Clearwater reduced walk-in traffic by digitizing services, rebuilt their website using a service-based information architecture and reduced web page counts,, making it easier for residents to quickly find the information they need.



**70 Services**  
increased online  
access by digitizing



**Streamlined**  
the website from  
1,000 to 455 pages  
helping users find  
information quickly



**Implemented**  
service based  
website navigation

## Ready to get started?

Let us help determine which Service Cloud and Experience Services solution option best works for your organization.

[Contact us](#)

## Key Capabilities

- Craft human-centered journeys to boost resident satisfaction.
- Design websites with easy navigation, plain language, and multilingual support to improve communication.
- Implement predictive search for quick access to information, making government more accessible.
- Go paperless to simplify service access, reduce frustration, and save time and money.
- Build community ties by promoting services and events based on recent activity.
- Use data to guide decisions and understand resident behavior and sentiment.
- Identify trends and improve services with benchmark data and analytics.

**85%**

of users who have negative overall experiences said they distrust government

**36%**

of users find government processes and interactions intuitive

**75%**

less likely for governments to receive negative responses when users experience a better customer experience