Addressing Citizen Expectations: 5 Considerations for Modern Government Services

The Center for Digital Government surveyed 2,000 citizens before the pandemic hit and again in August 2020 to compare how their expectations for and interactions with digital government services have shifted.

**COVID Created Challenges for Governments**

- The pandemic presents an opportunity for governments to move forward with digital transformation efforts and modernize their services; the stakes are high to create benefits for citizens and agencies alike.

**Confirmed cases and counting in the U.S.**

<table>
<thead>
<tr>
<th>Date</th>
<th>Cases</th>
<th>Cases Counting</th>
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<tbody>
<tr>
<td>4</td>
<td>44.2M</td>
<td>7M+</td>
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**Demand Increasing, Satisfaction Decreasing**

- 25% of citizens who are very satisfied with digital government services have declined since the pandemic started.

**Addressing Citizen Expectations:**

- Considerations for Modern Government Services

1. **Digital Government Services are the Preference — and that trend is likely to be permanent.**
   - Citizens are having more issues with digital government services than before the pandemic.

2. **Governments will need to re-engineer their processes to improve the experience for citizens and employees.**
   - Citizens are more than 60% in favor of experimenting with digital technologies.

3. **Multi-channel communications will grow in importance in a more digital environment.**
   - 60% of citizens say data security is very important.

4. **Slow response times**
   - 15% in March 2020, 13% in August 2020

5. **Complex processes**
   - 12% in March 2020, 14% in August 2020

6. **Customer service issues**
   - 16% in March 2020, 13% in August 2020

7. **Excessive forms**
   - 8% in March 2020, 6% in August 2020

8. **Lack of personalized services**
   - 14% in March 2020, 13% in August 2020

9. **Online data security**
   - 60% in favor of experimenting with digital technologies.

10. **Greater need to communicate about crises**
    - 70% of citizens say data security is very important.

**COVID-19 Government service considerations**

- 52% of citizens prefer digital services.
- 31% prefer online.
- 18% prefer complex processes.
- 12% prefer in person.
- 15% prefer slow response times.

**When asked what governments can do to improve digital services, protecting citizen data was the No. 1 response in both surveys.**

To learn how Xerox can help modernize processes, reduce costs and better serve citizens through digital transformation, visit: www.xerox.com/digitalcitizen