



Standouts in Citizen Experience

Learn how to surpass expectations
from six public sector success stories



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Meeting (and beating) citizen expectations

The Public Sector has not traditionally been known as a provider of stand-out customer experiences, especially when compared to big private sector brands. Forrester's 2024 index ranking how well organizations in 13 industries manage their digital customer experiences puts government dead last, based on average industry scores.¹

¹Forrester, *The U.S. Customer Experience Index Rankings*. 2024

Despite the public sector lagging behind consumer brands, certain government, education, and non-profit organizations should be celebrated as outstanding outliers.

This ebook showcases six public sector organizations defying trends to provide outstanding experiences for their citizens and constituents through advanced technology. They are examples to be emulated by other public sector organizations with an interest in improving citizen experiences and services.



Government of Canada uses AI to tap into public sentiment

When the Government of Canada hosted an Open Government summit, an initiative to open citizen access to data, it wanted to use artificial intelligence and analytics to capture the voice of the citizen. The government deployed an OpenText sentiment tracking and analysis tool to gain insight into attendees' thoughts, concerns, and priorities.

"It's always good to have official voices and official messages, but with AI-powered Voice of the Customer from [OpenText™ Magellan™](#), now we can compare this with what people actually want to have and what they think. It's a pretty powerful tool," said Mélanie Robert, executive director, open government, Treasury Board Secretariat of Canada.



See how the Government of Canada gained insight to better understand citizen sentiment.

San Diego State University upgrades contact center at scale

As one of the largest schools in the California State University system, San Diego State University (SDSU) receives a high volume of phone calls. During busy times, the university processes an average of 200,000 calls per week to assist students with enrollment, financial aid, and account services.

SDSU selected [OpenText™ CX-E](#) to provide a user-friendly, intuitive, and low-maintenance system. Among the benefits were a four-fold reduction in maintenance costs and integration with the university's Google™ Gmail™ system, which made messages accessible through mobile devices or a web client. Installation was smooth and most users adapted to the new system without training.

“We were very impressed with CX-E’s flexibility to integrate with our Google Gmail email system and make messages accessible through mobile devices or a web client. It was just so easy,” said Riny Ledgerwood, SDSU director of voice services and ATI.



➞ Read more about how SDSU transformed caller experiences.

Government of Belgium modernizes children's benefits program

Each month, government-run program Parentia calculates and pays out child benefits to almost 700,000 children across Belgium, with the goal that every child receives their maximum allowance for the best possible start in life. Parentia also has a mission to reduce the administrative burden for parents as much as possible.

To achieve these goals, Parentia regularly corresponds with families via email and through the postal service. Because Parentia is responsible for delivering information on many different types of benefits and helping parents with administrative functions, it uses 300 different document templates for citizen services and communications. Since Belgium is a multilingual country, most of

these documents must be available in two or more languages, resulting in nearly 900 document templates in total.

To rationalize its approach to citizen services, Parentia selected [OpenText™ Exstream™](#), an omnichannel solution that allows organizations to create, manage, and deliver engaging and highly personalized correspondence on digital and print touchpoints.

“OpenText solutions are helping Parentia to save around 60 full-time equivalent days each year on manual document-related work, and we’re delighted with the new heights of efficiency we have reached,” says Marc Nens, director, Parentia Wallonie and Parentia Brussels.

➡ Read more about how Parentia automated communications to better serve citizens

Government of China unleashes a DAM

The People's Education Press (PEP) is an educational publisher led by the Ministry of Education of the People's Republic of China. The PEP has published more than 50,000 titles for primary and secondary schools, with total sales of 100 billion copies. Over the years, the PEP has increasingly relied on digital content in the creation of its educational materials, from images, video, and audio to electronic versions of printed content. Supporting and managing these diverse digital assets has become a growing challenge.

The PEP chose an [OpenText digital asset management \(DAM\) system](#) to provide a centralized repository and unified standards for managing content. Now the PEP's digital assets can be efficiently and securely organized, stored, and delivered throughout the content lifecycle from creation to publishing. The system makes it easy to search for assets through metadata tags and provides valuable insights about the files.

“With their seamless integration with SAP, the OpenText solutions bridge content silos and intelligently automate business processes,” says Yuan Hu, director, IT, People's Education Press.

The new platform is not only the new core of digital asset management at the PEP, it has also become one of the most important systems in the organization. Using comprehensive APIs, versatile integration frameworks and a library of connectors, the solution integrates with the PEP's various production and business applications, including ERP, typesetting, video and audio editing, office automation, digital libraries, and print production systems, to achieve unified management of its content.

➔ Read more about how the PEP is streamlining its use of digital media.



Christian Blind Mission delights its donors

Christian Blind Mission (CBM) is an international development organization committed to improving the quality of life of people with disabilities in the poorest countries around the world. Building strong donor relations is critical to achieving this mission and CBM needed a system that could provide customized communications to its list of 500,000 active donors.

CBM automated 100,000 customized communications, including postcards, tax receipts, and thank you letters, for annual donations worth 80 million euros using a cloud-based customer communications management system from OpenText (now called [OpenText Exstream™](#)). The system allows CBM to automatically send a customized thank you letter to every donor, referencing their donation, the reason they donated, and the donation's purpose.

“OpenText CCM is a key part of our strategy,” said Alexander Kindinger, head of IT at CBM. ***“It makes work more efficient and that saves us a great amount of time and therefore money. All this contributes to CBM’s mission to change the lives of the poorest persons in the world—to change them forever, to raise awareness, to leave something good behind.”***



➦ [Read about how Christian Blind Mission improved communications and donor relations.](#)

Utility uses digital tools to power green outreach

The Salt River Project (SRP) is America's largest public utility, providing power and water to two million citizens in the greater Phoenix area. The not-for-profit also empowers its customers with compelling, up-to-date content on conservation and recycling to protect water and power resources vital to the prosperity of the desert region. The marketing department found itself strained by manual processes and difficult-to-find digital assets needed to conduct customer outreach.

SRP deployed DAM solutions from OpenText to more efficiently search, filter, sort, and view media files. Built specifically for managing digital assets, OpenText™ Media Management features include version controls, audit history, and legal holds. The ability to add security and confidentiality restrictions also provides greater protection for these assets.

“OpenText Media Management and OpenText™ Hightail™ let us focus more on the customer and spend more time to create the best products possible without getting slowed down in the workflow and processes,” says Bill Garmen, senior technical strategist of creative productions, Salt River Project.

While the marketing communications employees are the “power users” for Media Management, SRP continues to onboard other groups to use the system, including water measurements and engineering field teams. Thanks to this set of digital customer experience tools, SLP has grown into a unique blend of a power and water company and marketing agency.



See how Salt River Project better manages media so it can focus more on its customers.

Conclusion

OpenText is committed to helping public sector organizations fulfill their missions by modernizing their citizen services and making citizen experiences the best they can be.



Learn more about how you can improve citizen engagement and satisfaction with the OpenText Total Citizen Experience solution.



About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit [opentext.com](https://www.opentext.com).

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