

SOLUTION OVERVIEW

Elevate and personalize citizen experiences

Create data-driven, omnichannel engagement at scale



Deliver frictionless, relevant citizen experiences



Expedite citizen support with self-service options



Connect with citizens anywhere across multiple channels



Optimize operations to free up staff and resources

Frictionless, highly personalized, and efficient digital experiences are becoming the norm from major retailers and other brands. Unfortunately, tedious and generic interactions are still common in government. Public servants continue to be stuck with legacy systems and antiquated processes, generating manual tasks and frustration.

Total Citizen Experience from OpenText™ helps governments create and deliver citizen experiences that are optimized, personalized and highly efficient. By putting content at the heart of citizen engagement, every touchpoint is an experience

that helps serve the individual—not just to meet expectations but to exceed them. Leveraging an omnichannel experience platform means service delivery can happen anywhere, anytime, allowing citizens to connect through preferred devices and methods that work best for them. In addition, government employees benefit from having the tools they need to boost engagement while simplifying operations with a single platform.

Deliver frictionless, relevant citizen experiences

Raise the bar of citizen engagement, creating dynamic and consistent experiences that make it easy for individuals to quickly find the information they need. Achieve relevance for each citizen within context to bring desired information to the core of every interaction and create real-time, contextual experiences as easy to use as a pizza delivery app. By eliminating silos, organizations can tap into multiple data sources for a complete view of the citizen, delivering an experience that looks and feels the same regardless of how and when they engage.

Case study

A large US county, with more than 16 million tourists visiting annually, needed to make the most popular information on its website easier to find and access for visitors and citizens.

With Total Citizen Experience by OpenText, the county tagged content into user-friendly, searchable categories. This enabled content to dynamically appear within each category when searched. It could also be repurposed across multiple digital channels, including social media and transit kiosks. The county has now been recognized for best practices in delivering citizen services online with intuitive and rich digital experiences.

Expedite citizen support

When the pandemic hit, public sector organizations were forced to shift to predominantly online operations, shining a light on aging websites and a lack of infrastructure to properly support digital citizen services. With a modern website content management system, governments can easily optimize the digital experience with tools to support site design, content authoring, editing, and personalization. Governments can more easily create and repurpose content for any channel, including multiple websites and social media—for a small group of constituents or millions of residents and businesses. Improved self-service lets citizens use one password to access multiple authenticated government services, reducing internal support costs and service bottlenecks.

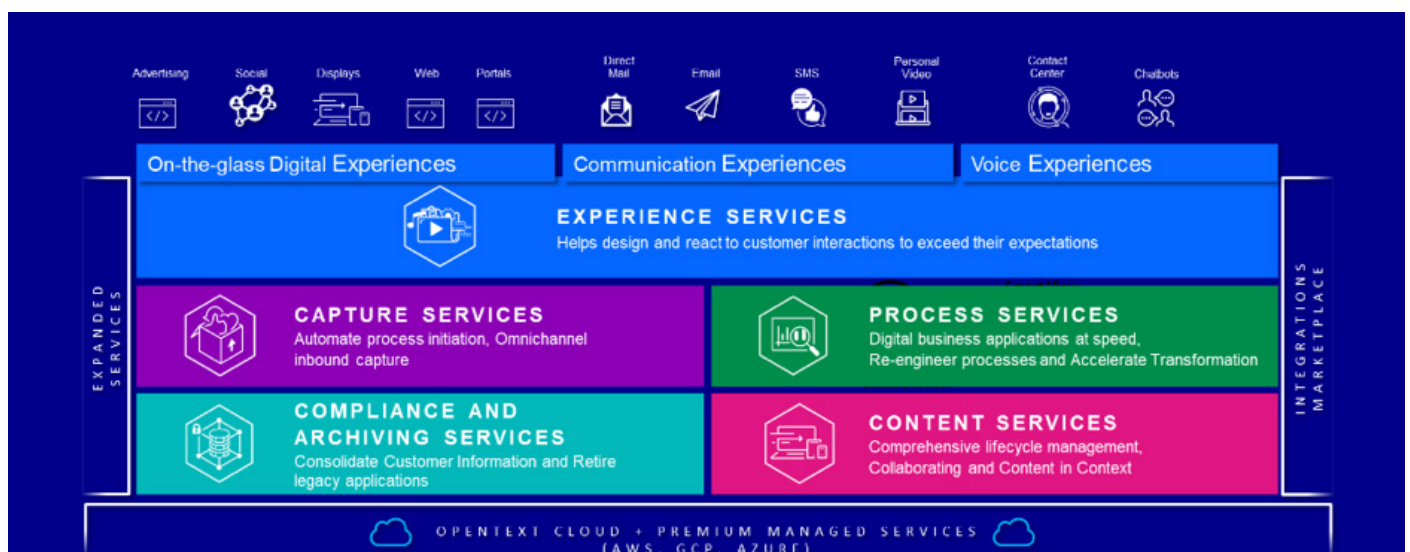
Connect with citizens anywhere

Citizens want to feel connected to their cities and supported with anytime, anywhere interactions that are quick and simple. Agencies can enable individuals to engage when and how they prefer to communicate, providing multiple ways to access government services and unifying the citizen journey across websites, portals, transactional communications, and more. They can also tap into multiple data sources to gain a single-pane view of the citizen and deliver personalization and consistency across every channel, every time.

Optimize operations

What government doesn't want to deliver more services for less? Digital experience tools leverage automation to drive efficiency, freeing employees to work on more strategic citizen-focused tasks. These tools automate information collection and business workflows to improve productivity of internal and customer processes, increasing ROI for digital transformation projects. In addition, personnel are better supported with visibility into the history of citizens' cross-channel interactions, resulting in faster and more intelligent problem solving. The solution drives significant operational savings, leaning on a single digital experience platform for virtually any case, from communicating with citizens to managing suppliers.

OpenText Experience Platform



Solution components	
OpenText™ Experience Platform for Customer Experience Management	Take a holistic approach to personalized communications and digital experiences across the customer journey with one platform.
OpenText Exstream™	Transform personalized customer communications across customer journeys into exceptional experiences.
OpenText™ Web	Extend digital experiences beyond the web to across all customer and employee channels with one platform.
OpenText™ Media Management	Introduce immersive, rich media experiences that drive better customer engagement with powerful, easy-to-use access to digital assets.
OpenText™ Extended ECM	Bridge information silos, improve processes, and strengthen governance.
OpenText™ Intelligent Capture	Transform documents into actionable business insights.
OpenText™ AppWorks™	Automate and optimize business processes with a low-code app development platform.

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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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