Regulatory agencies: accelerate your missions

Unlock the potential for process improvement

salesforce | government

Connecting with the connected citizen

The world has changed.

With smartphones at their fingertips, today's citizens are connected and empowered, and they expect – often demand – a smarter customer experience.

Today's most outcome-focused government departments are taking notice, embracing the winds of change and adopting the service models of the private sector, where an obsession with the customer has become paramount to survival.

Trailblazing departments are treating citizens like customers, putting them at the centre of everything they do and Salesforce is helping them do it.

Empowering government

The connected citizen wants more from their government. They want self-service tools, instant SMS notifications and 24/7 access. They want the easy ability to log an issue, apply for a permit and obtain health information online – and this list is ever-growing, their preferred channel ever-expanding.

The Salesforce Customer Success Platform offers a rich set of features that gives you the ability to meet these demands. By accessing the functionality needed to deploy modern tools and achieve a single view of the citizen, you're able to deliver a higher quality mission – faster.

Salesforce is empowering government departments and agencies to build stronger connections with citizens. We can help you be more responsive, effective and efficient.

> "
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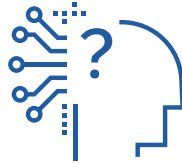
Conquer the digital dilemma with Salesforce

The world's #1 enterprise cloud technology is built for government.

The 'digital dilemma' is causing widespread headaches in the public sector. Bridging the gap between where you want to expend resources (on continually innovating and improving processes) and where you're compelled to (on costly maintenance of legacy IT systems) is a real problem.

To solve the digital dilemma you need a cloud platform that meets success criteria. Gartner has identified five success criteria when it comes to enterprise cloud platforms – it needs to be innovative, trusted, open, fast and easy.

Salesforce Government Cloud ticks (and exceeds) all those boxes.

THE 'DIGITAL DILEMMA'
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SALESFORCE GOVERNMENT CLOUD
exceeds success criteria for
enterprise cloud platforms.

Five success criteria for cloud technology

INNOVATIVE
- Declarative development – clicks not code
- Always on the latest version, with three seamless updates a year
- Customer-inspired enhancements
- Access to today's and tomorrow's technologies (mobile, social, AI, etc)

TRUSTED
- Secure environment, with global and Australian privacy and security compliance
- Transparency through publicly-available Trust.salesforce.com, providing real-time information on system performance and security
- ASD IRAP Certified

OPEN
- Access to millions of developers, thousands of partners and AppExchange
- APIs to connect any system, plus Salesforce Einstein to make your data intelligent
- Instantly available on any device (desktop, tablet, phone, watch, etc), without any extra code or programming
- Connect with any internal or external system from any device
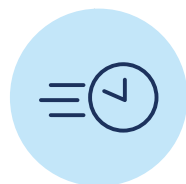
FAST
- Customisable, multi-tenant environment, with the benefits of scalability
- Zero software install
- Agile, day one development, configuration and customisation (200ms response)
- Amazing performance, delivering more than 4 billion transactions per day to 150,000 customers

EASY
- Business Analyst prototype development, with clicks not code
- Salesforce manages 100% of the hardware and software
- Everyone can learn Salesforce for free with Trailhead
- Extensive partner network

Solution: Regulatory Agency Management

Salesforce can help streamline the operations of regulatory agencies.

Regulation is a key responsibility of modern government. It helps the public trust service providers, and have the confidence providers are acting in citizens' best interests and within the confines of the law.

Yet, regulation brings a considerable behind-the-scenes workload for assigned government agencies responsible for maintaining registers of eligible providers, resolving complaints, and the issuing of licenses and permits – all process-intensive tasks.

Salesforce has experience helping government departments and agencies optimise regulatory processes, leveraging technology to make the entire functions easier, more efficient, and part of a connected and transparent workflow.

Our Regulatory Agency Management solution covers everything from stakeholder management and online registration to the administration of complaints and feedback, and assessment of eligibility. Salesforce can also help unlock actionable insights to help drive further process optimisation.

SALESFORCE HAS PROVEN
expertise in helping government agencies

streamline key regulatory processes

Regulatory Agency Management capability suite

Salesforce's Regulatory Agency Management solutions include:

1
STAKEHOLDER MANAGEMENT

· Entity mapping
· Stakeholder management
· Issues
· Actionable insight

2
REGISTRATION

· Apply
· Assess
· Register
· Audit
· Actionable insight

3
COMPLAINTS AND FEEDBACK

· Omnichannel contact centre
· Case management
· SLA and entitlements
· Knowledge management
· Actionable insight

4
LICENSING AND PERMITS

· Apply
· Assess
· Issue
· Audit
· Actionable insight

Customer spotlight: NSW Office of Environment and Heritage

By obtaining a single view of the customer, the New South Wales' Office of Environment & Heritage (OEH) was able to streamline its departmental processes, and provide a better customer experience as a result.

OEH has a charter to protect and conserve the state's environment, which includes the natural environment, Aboriginal country, culture and heritage, as well as manage NSW national parks and reserves.

A few years ago, the OEH team identified that it needed to obtain a deeper understanding of its customers if it wanted to accelerate its mission. At the time, customer data was held in disparate legacy systems, making it challenging for OEH to understand its customers as individuals and segments, and be across their activities and needs.

A single view of the customer

OEH needed a single source of truth, but it also needed a system that is flexible and configurable.

By partnering with Salesforce, OEH is now able to achieve a single view of the customer and process efficiencies. With the one system, sales staff can log annual pass sales and issue exemption cards, customer service team members can handle all incoming requests and complaints, and address details and ABNs can be validated – among a list of other benefits.

And while the internal gains are plentiful, the biggest win from OEH's technology implementation is the uptick in transparency and resultant customer satisfaction. Customer requests are now resolved faster, leading to increased loyalty, while staff are able to leverage a deep level of customer knowledge to provide the best experience possible.

salesforce government

Contact us to talk about solutions from Salesforce Government.
We'll help you set up a strategy to start connecting people and
streamlining processes like never before.

QUESTIONS?
Call us for free on: 1800 667 638 (AU)
or visit us on: www.salesforce.com/au/solutions/industries/government/overview

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