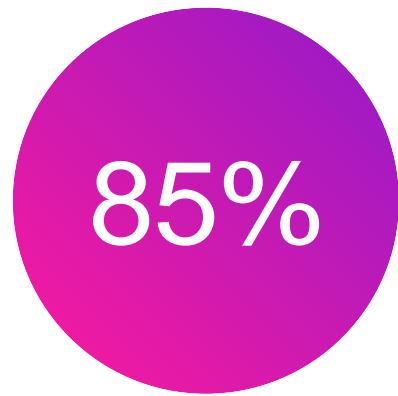# Bridging the Gap in Delivering Our Message

Global survey results and insights on digital citizen services

WPP's Government and Public Sector Practice published The Leaders Report in 2017 which highlighted a gap in government communication with citizens

85%

communication is not regularly involved in policy development

information

The Government & Public Sector Practice   WPP   Adobe
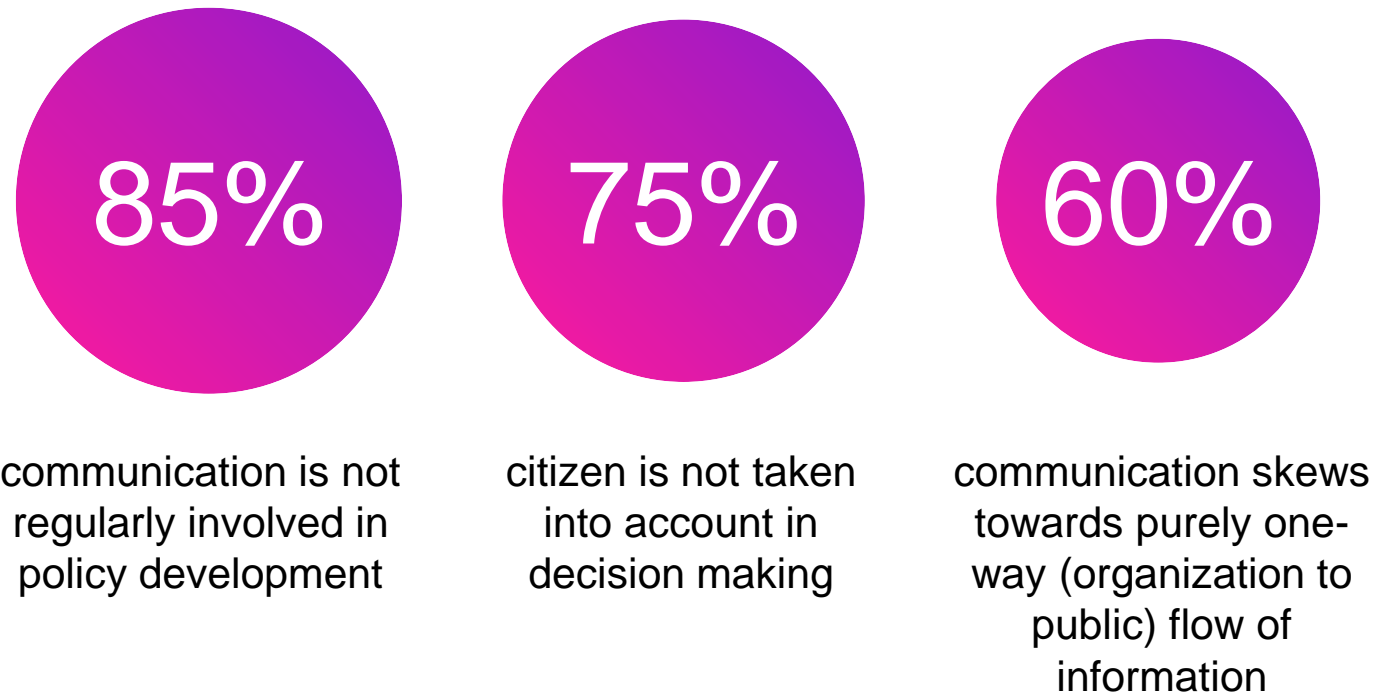
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85%

communication is not regularly involved in policy development

75%

citizen is not taken into account in decision making

60%

communication skews towards purely one-way (organization to public) flow of information

The Government & Public Sector Practice   WPP   Adobe

Governments are in the middle stage of digital development, but need to understand the citizen perspective to drive the next level of evolution and Adobe can bridge the gap.

services.gov

me.gov
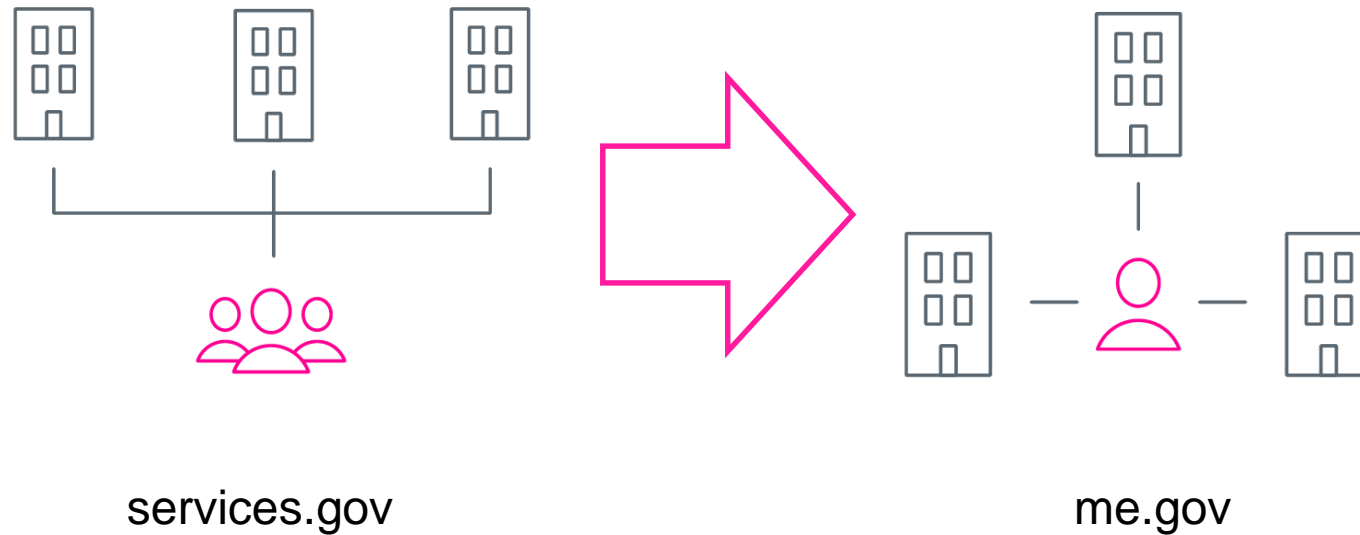
What are Citizen's experiences with their government's digital communications and are those communications keeping pace with expectations?

How We Approached

Global Study on Attitudes and Experiences for National Government Online Services

- Understand what drives citizen needs and influences their online experiences of government digital services

- Adobe and WPP's Government & Public Sector Practice pooled their knowledge and expertise to conduct this research

- Attitudes and experiences of digital public services of more than 7,000 citizens in seven countries

- Series of thorough qualitative and quantitative research was supplemented by social media analysis.

Canada

UK

Germany

USA

Japan

India

Australia
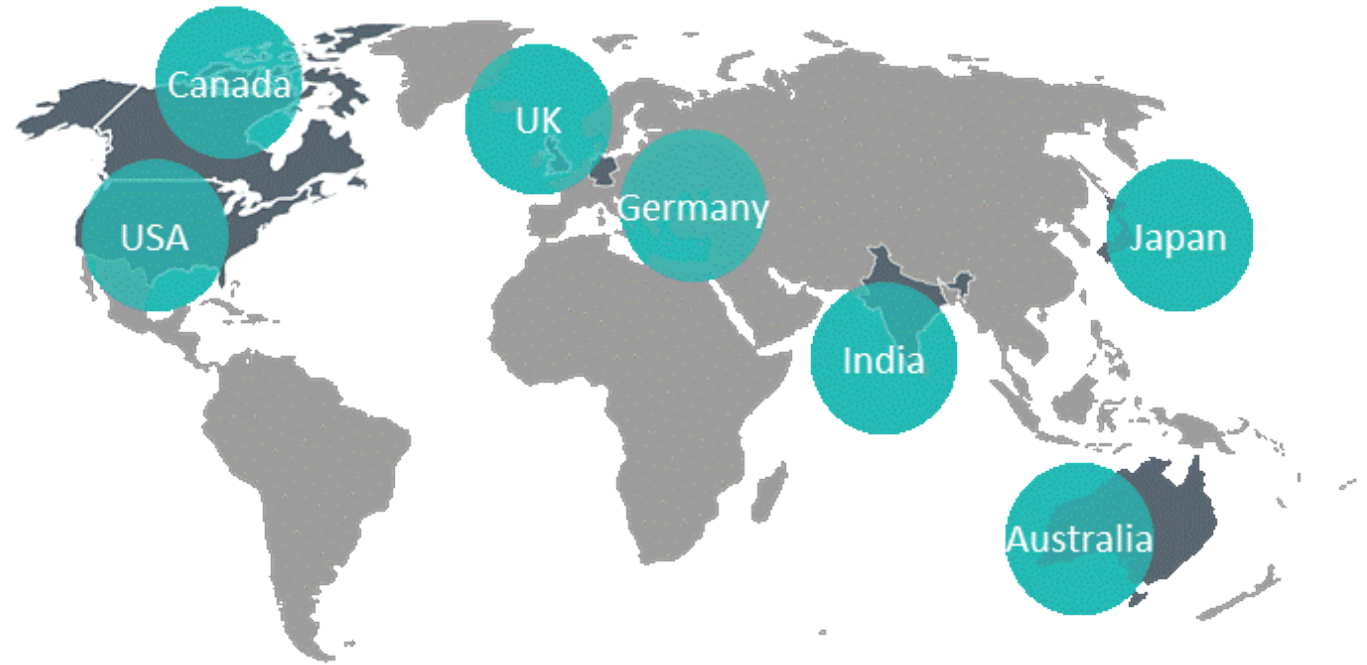
Results Anonymized for Public Report. Full Details for Private Government Meetings

The Government & Public Sector Practice

WPP

Adobe

Research was centred around 5 key dimensions

Citizen Journey

– Seamless
– Efficient
– Complete

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– Smartphone
– Tablet
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The Government & Public Sector Practice WPP Adobe

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– Tailored Content
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Relevance

– Tailored Content
– Prioritized

Relationship

– Pleasing experience
– Creates loyalty

The Government & Public Sector Practice WPP Adobe

What We Learned

# Functional Areas Being Met, Emotive Experiences Underserved

- High performance against all dimension expected increasingly in private and public sectors

- Governments performing better on functional delivery   – Citizen Journey, and Mobile

- Performing less well in emotive experience components – Relationship and Relevance

- Relationship and Relevance not typically prioritized by governments.

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Improve Relevance and Relationship to Strengthening Citizen Trust

No longer can we simply rely on merely the functional aspects of design to build trust (citizen journey, mobile and design)
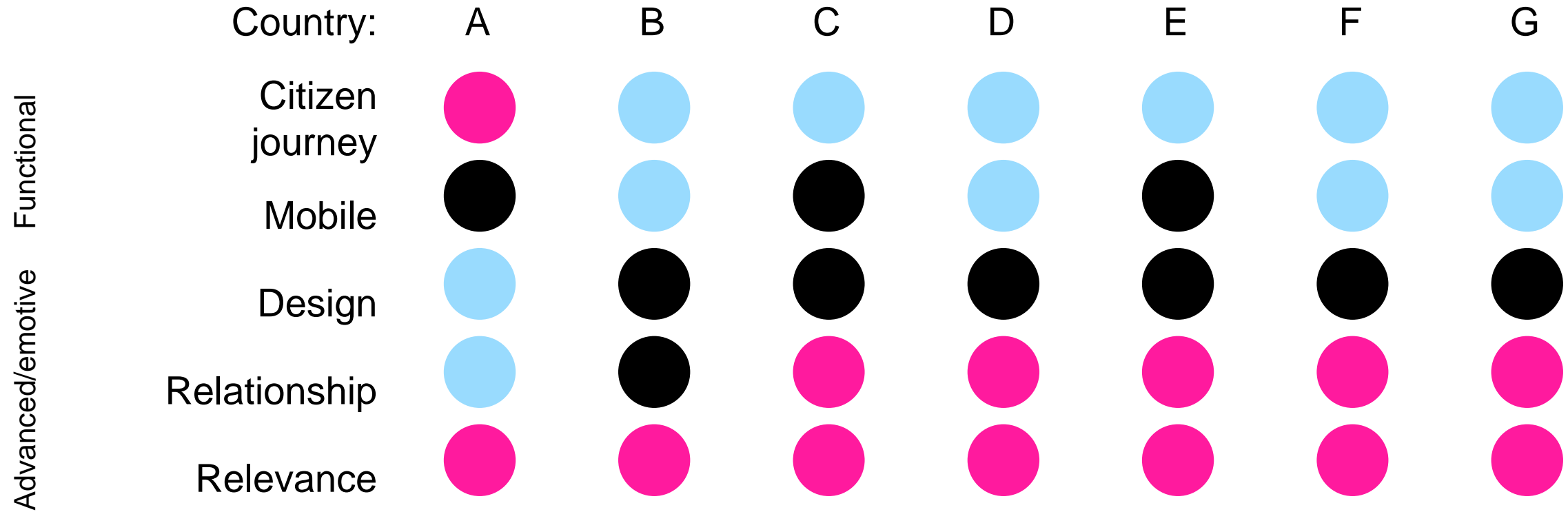
Performing dimensions per country: ● Lowest ● Average ● Highest

Why Governments Should Care

Why Would Governments Be Interested in this Research?

Because providing and enhanced online experience which focuses on Relevance and Relationship can produce invaluable outcomes by:

INCREASING THE UPTAKE OF ONLINE GOVERNMENT SERVICES, driving greater efficiency and benefits for citizens and governments.

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SUPPORTING CITIZENS TO COMPLETE TRANSACTIONS MORE ACCURATELY, reducing errors and avoiding more costly contact.

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INCREASING OPTIMIZATION, allowing governments to measure and continually adapt services to citizen needs.

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MEETING AND EXCEEDING EXPECTATIONS, positioning governments as competent to deliver services in the 21st century.

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ENGAGING CITIZENS, providing a widely available interface for dialog and building of trust between the citizen and state.

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For Additional Information

- Download a free copy of the report: http://www.adobe.com/go/global-citizen-report

- Contact an Adobe representative to setup a time and learn more about the research findings:
  - dl-publicsectoriss-dx@adobe.com
  - 1-800-87ADOBE

- Contact Sean Howard
  - Global Managing Director, WPP Government & Public Sector Practice
  - 917.226.4814 or sean.howard@wpp.com

- Follow us on Twitter: @AdobeGov

- Read the Adobe Public Sector blog: blogs.adobe.com/adobeingovernment

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