



# THE POWER OF IDENTITY IN A DIGITIZED WORLD

Build trust and provide stellar experience by designing and delivering services with a focus on the constituent journey.

This infographic series, *The Power of IDENTITY in a Digitized World*, examines the top identity-related priorities, challenges, and opportunities facing government agencies today.

Government agencies are challenged to deliver services more seamlessly, equitably, and effectively, especially for those who are underserved. In addition to modernizing, they are expected to implement processes that empower trust and provide a secure and seamless experience that is responsive for all people.

## Top Priority Pillars: Trust & Experience

Government agencies earn and foster public trust by providing interactive experiences that are effective, efficient, and easy to use – while being fair, transparent, and protective of privacy.

<p><b>TRUST &amp; EXPERIENCE</b> Establish trust and increase service satisfaction for trusted constituents</p>	<p><b>SECURITY &amp; RISK</b> Prevent escalating and evolving cybersecurity, identity fraud, third-party, and reputational risk</p>	<p><b>PRECISION &amp; MODERNIZATION</b> Establish identity transparency across channels</p>	<p><b>OPTIMIZATION &amp; EFFICIENCY</b> Optimize workflow, reduce inefficiencies, and maximize resource allocation</p>
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## Identity Challenges: Common Questions

<p>How do you <b>establish trust and enhance service satisfaction</b> with the trusted constituents you serve?</p>	<p>How can you <b>manage constituent experience and service delivery</b> that's driven by the voice of the customer?</p>	<p>Are you able to <b>benchmark service performance against the best customer experience</b> provided in the private sector?</p>	<p>Do you <b>build trust in your agency by ensuring those you serve have access</b> to the services they need and deserve?</p>	<p>Do you <b>measure experience across these six pillars</b>: empathy, personalization, time and effort, expectations, resolution, and integrity?</p>
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## A Look at Government Agency Trust & Experience by the Numbers

Agencies must reframe outcomes in a more constituent-centric way. Government agencies can build trust by systematically identifying and resolving the root causes of customer experience challenges.



KMPG study on digital transformation showed that **the public sector ranked 6.36 in the weighted sentiment ranking, falling below the U.S. average ranking of 7.68.**<sup>1</sup>



McKinsey's latest State of the States benchmark, **when asked to assess satisfaction with government services alongside nine private-sector industries, respondents ranked government last.**<sup>2</sup>



In a Deloitte survey of more than 150 U.S. government leaders from 25 federal agencies, **70% of federal managers indicated that their agencies deliver a customer experience "equal in quality" to private sector expectations.** Yet citizens rank the federal government far behind other industries.<sup>3</sup>



There is some good news from the benchmark survey: **All government services have improved in the past 12 months [as of June 2023].** Still, a 27-point spread persists between the highest and lowest customer service scores, with some services setting the bar for others.<sup>4</sup>



**Roughly a quarter of adults with household incomes below \$30,000 a year (24%) say they don't own a smartphone.** About four-in-ten adults with lower incomes do not have home broadband services (43%) or a desktop or laptop computer (41%).<sup>5</sup>

Understanding identity is central to establishing remote trust and providing a seamless and secure experience.

## Modernize with Confidence

**Finding a trusted and proven identity provider is critical to success.**

Leveraging the latest in advanced machine learning, identity intelligence, and advanced analytics ensure a secure and seamless experience.



**Services should be easy to access and use.** Simplicity is preferred. Agencies need technology able to scale in real time.



**End user preference demands consistent service and access across channels (device, online, and in-person).** While experience is prioritized, privacy and security are also important. Achieving both through transparency is key.

### Expertise and experience matter.



Best Overall Digital Identity Solution Provider 2023



2022 Judges Choice Best Identity Verification and Authentication Solution



2022 Leader in Identity Verification



2023 Customer Success Awards Fraud Prevention Market Leader



2023 Market Champion Fraud Reduction Intelligence Platform



Digital Fraud Management Leader in the 2023 Report



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1. <https://fedscoop.com/u-s-public-sentiment-ranks-public-sector-organizations-low-on-customer-experience-measures/>  
 2. <https://www.mckinsey.com/industries/public-sector/our-insights/governments-can-deliver-exceptional-customer-experiences-heres-how>  
 3. <https://www2.deloitte.com/us/en/insights/industry/public-sector/current-state-of-government-cx.html>  
 4. <https://www.mckinsey.com/industries/public-sector/our-insights/how-us-government-leaders-can-deliver-a-better-customer-experience>  
 5. <https://www.pewresearch.org/short-reads/2021/06/22/digital-divide-persists-even-as-americans-with-lower-incomes-make-gains-in-tech-adoption/>