Digital experiences in government: the need for speed.

The state of digital experiences among state governments.

Outdated, manual services aren't just frustrating for citizens, they slow government processes and increase costs. The Governing Institute recently analyzed how well state governments are delivering digital experiences for citizens, employees, and businesses, and points to a roadmap for getting ahead.

A better digital experience matters to your state and your citizens.

ELIMINATES PEN-TO-PAPER INEFFICIENCY

37%

37% of business leaders say they have issues with documents that are missing signatures, initials, and dates, or are signed by the wrong person.1

REDUCES TRANSACTIONAL COSTS

40¢

Governments are finding ways to serve and save with digital, reducing the average transaction cost from $16.90 in person to 40¢ online.2

IMPROVES CITIZEN EXPERIENCES

80%

80% of states provide online guides to improve the job application process — which was also most likely to be mobile-enabled and responsive.
The Governing Institute evaluated digital experiences in all 50 states based on how each addressed the following areas:

1. How do potential employees find and apply for jobs?
2. Can customers pay taxes online?
3. Can new businesses register online?

PEER PRESSURE: HOW THE STATES RANK.

18 states aren't mature in any category.

Citizens are ready for change, even if governments are not.
APPLYING FOR EMPLOYMENT

25 states don’t allow e-signatures for online employment applications.

20% of states offer two-factor ID authentication and digital personalization.

17 higher-performing states continue to use third-party job application processors.

OPPORTUNITY:
Processing in-house would allow for specific data analysis, better targeting, and improved recruitment efforts.
Over 90% of state tax sites are not mobile responsive.

**PAYING TAXES ONLINE**

- 3 mature
- 30 emerging
- 5 lagging
- 12 not rated

41 states don’t offer e-signatures and online tax filing — requiring customers to download tax forms and mail in signed copies.

**OPPORTUNITY:**
Online filing using e-signatures and mobile-friendly sites help states process taxes with fewer input errors.
OPPORTUNITY:
Simplifying forms and allowing businesses to create online profiles makes it easier to do business, which encourages economic development.
Digital maturity in state governments links to higher citizen satisfaction and can also attract new businesses. Government agencies that take a modern approach to service delivery — less paper and more digital tools such as secure online forms and e-signatures — can streamline processes and create better, more personal experiences.

In addition, building a digital foundation now will lead to improved services in the future, able to scale with the growth and needs of the population. Transactions can be automated. Digital records can be securely created and accessed, from any device. And governments will be much more flexible in how they engage with their citizens.

IN San Francisco
99% of tax filings are handled automatically to process a growing number of filings and recognize revenue more quickly.

IN Hawaii
20 minutes is all it takes to onboard new employees, using e-signature capabilities to speed processes.

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Learn how to turn your agency into a model of digital maturity.
Read the Governing Institute white paper, Delivering on the Digital Experiences That Citizens Expect, sponsored by Adobe.

Simplified and secure digital interactions — it’s what every citizen expects.
Find out how Adobe is helping governments form a more perfect experience.