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Unified Citizen Portal for Omnichannel Experience

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Service delivery is at the heart of what most government agencies do. The most tangible interactions citizens have with their government are paying taxes, renewing licenses, and applying for benefits. Public services shape trust and perceptions of the government. Citizens today expect more transparency, accessibility, and responsiveness from the government. Expectations are skyrocketing. Governments have been trying to improve service delivery through one-stop portals. **The best interface is not the one that is just high-impact digital but a citizen experience that is frictionless and omnichannel.**

Measuring citizen satisfaction

Understanding citizens' needs and priorities is the first step to transforming service delivery. The government can prioritize areas for improvement by identifying which services citizens find problematic and measuring the extent of their dissatisfaction. For example, the e-UNNAT interface in Jammu & Kashmir has integrated 445 services of different departments and brought them under a single umbrella. The e-Unnat has succeeded in providing citizens with

more robust and responsive government services that are efficient, transparent, and reliable. Likewise, Andhra Pradesh AP Seva 2.0, an upgraded version of the **citizen service portal**, has successfully delivered approximately 3.46 billion services in the past two years. Consider UMANG, or Unified Mobile Application for New Age Governance, developed by the Ministry of Electronics & Information Technology (MeITY), Government of India. The app has consolidated 2039 services from 189 central government departments and states.



Benefits of implementing a Unified Citizen Portal

A unified citizen portal is crucial in improving the citizen experience by simplifying and digitizing government services. It offers a string of benefits like:

Enhanced User Experience (UX): A unified citizen portal offers citizens a user-friendly and consistent interface, making navigating and accessing various services online easier. It eliminates the need for citizens to learn multiple systems or processes, improving overall satisfaction and engagement.

Streamlined Access to Government Services: With a unified citizen portal, citizens can access a wide range of government services from a single platform. It eliminates the need to visit different websites or offices, reducing the complexity and time of accessing government services.

Improved Efficiency and Cost Savings: A unified citizen portal helps governments operate more efficiently by centralizing data and streamlining service delivery processes. It reduces paperwork, automates processes, and improves response times, leading to cost savings and improved resource allocation. It also enables governments to better track and analyze citizen data, facilitating evidence-based decision-making.



CSM's expertise in integrated citizen service delivery

CSM Tech has shown its deftness in designing and deploying integrated platforms that deliver omnichannel citizen delight. We are driven by the ACE (Aggregate, Converge, and Ease) paradigm, wherein we aggregate an array of citizen services, converge them, and ensure ease through elevated CX. Our interoperable solution lumps many features like a comprehensive user management console, single sign-on, ease of discoverability, **progressive web application (PWA)**, in-built content management system, customized search feature, GIS integration, process-agnostic document management, and advanced analytics & visualization. We have enhanced the accessibility and usability of the solution with mobile apps and AI chatbots.

Digital Oneness with Bhubaneswar.Me: Bhubaneswar.Me, our one-stop solution is designed for an immersive experience of the 'Smart City' denizens. The one platform brings into its ambit all services offered by four authorities- Bhubaneswar Municipal Corporation (BMC), Bhubaneswar Development Authority (BDA), Capital Region Urban Transport

(CRUT), and Bhubaneswar Smart City Ltd (BSCL). **Our solution stands out in how it admits and tackles citizens' grievances. The grievance management module of the system is enabled to receive a stream of complaints from phone calls, SMS, email, mobile apps, IVRS, and kiosks.** The system can also process grievances from other channels such as e-Abhijog, Jana Sampark, and e-Municipality.

The future of CX isn’t physical or digital only- it’s Phygital

Governments are reengineering citizen interfaces, and it's possible that someday, these platforms will offer a Netflix or Amazon level of UX. Still, the most disruptive digital innovations can’t usurp the time-honoured physical interfaces. Physical touchpoints with the human-in-the-loop concept are here to stay.



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