



E-Government The Next Generation

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Agenda

- E-Government, the 1st Generation
- E-Government, the 2nd Generation
- Where next?

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The First Generation of E-Government Is Past

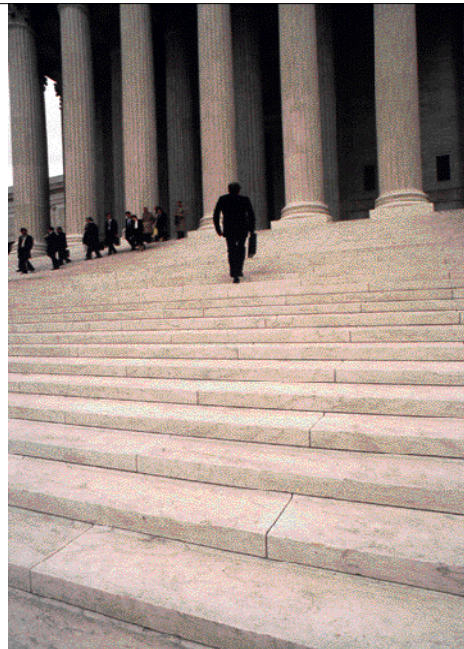
- Being on the Internet alone is no guarantee of enduring success
- There is still considerable uncertainty in the digital world
- Government must learn from the many failures of e-businesses and e-government
- E-Government must be more than a novelty as it has been in many instances

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Current Issues

- Privacy and Security
- Number of service delivery channels
- Improved Private sector e-services
- Complex cost structures
- Customer bases with diverse preferences
- Accessibility
 - 39% of US citizens have no Internet Access
 - Only 41% of US population have visited a government web site



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To Be of Permanent Value, E-Government Must have a Payoff For Government and Constituents Alike

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GENERATION TWO

- Create Strategies for Achieving Desired Results
 - What are the results we want to obtain in the threshold questions
- Change the Ways Governments Operate to Serve Clients
 - People
 - Process
 - Technology
 - Organization



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**Many Agencies Have Picked
the Low Hanging Fruit
Now
They need to get creative**

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Some Popular Myths

- On-line is Always Better
- On-line is less expensive
- Clients are not mobile between access channels
- Costs go down quickly as more channels are added
- On-line can replace all face- to- face Client Contact



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E-Government Value Chain

- Three Main Entities
 - Customers
 - Access Channels
 - Government Infrastructure
 - People
 - Processes
 - Technology
 - Private Sector Partners

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**Value is Achieved When the
Customer Reaches Fulfillment
in the Fewest Number of Steps**

**Digital Guides
Solution Based Services**

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To Maximize the Value of Customer Relationships

- Serve clients through the most appropriate channel
- Capture relevant and consistent customer data in all channels
- Share customer data throughout the government
- Share common internal services for processing customer data
- These tend to be people problems not technology problems

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Client Needs and Desires Vary, So Does the Amount of Help They Need

- Learning/Information Gathering
- Discrete Transactional Processes
- Bundled Services

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How “E” Should You Be???

- Give customers what they want and how they want it in a cost effective manner
- Customers don't need or want everything on-line
- Let demand drive
- Do market research
- Look for the most customer satisfaction at the lowest cost of operation
- Track the share of customer volume per channel
- Encourage as many customers to become digital as you can handle
- Focus on channel mix costs

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Next Steps

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Here's What We Need To Do

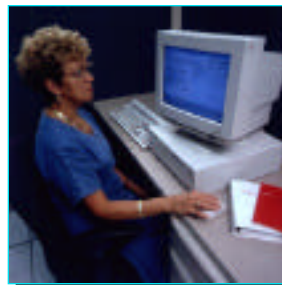
- Focus on the 'digital loyalty' of customers to electronic services
- Understand the dynamics of cost in a multi-channel delivery service
- Differentiate customer needs to build new value added services
- Implement a "customer centric" enterprise
- Make on-line service superior
- Make sure every channel lives up to its expectations

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INVESTMENT PRIORITIES

- Build digital loyalty
- Redefine staffing
- Implement Client Relationship Management [CRM]
- Establish E-Learning



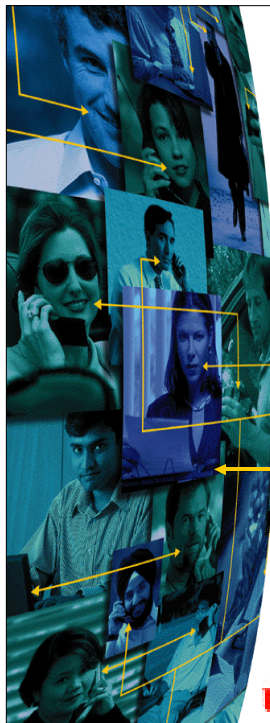
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How Do We Make It Happen

- Provide strong Executive leadership and commitment
- Always take an enterprise-wide view
- Have an enterprise-wide strategy
- Build a business schematic
- Continuously diagnose your current situation and be prepared to change
- Leverage your best core competencies
 - Outsource what you don't do well
- Create an organizational structure to drive development
- Prioritize your future

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Some Final Thoughts

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A Few Quick Ideas

- Government in a suitcase
- E-mail, not paper
- Individualized constituent portal
- On-line business directory
- Automated news and notices

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