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Serving Citizens: How Digital Communications Delivers Better Local Lives at Lower Costs

Perhaps no industry sector is under more pressure to improve services while reducing overall costs than government. From state and local agencies to the federal level, government IT is under increasing scrutiny even while the political sands continue to shift.

Citizens are demanding more convenient, simple ways to access their local governments, online services and instant accessibility whether leveraging traditional phones lines, a mobile device or the web.

Office hours are giving way to 24/7 access. Paper forms are being all but eliminated. Town meetings are being extended via cable television and webcasts, using Skype or other collaboration technologies to attract citizens to meetings.

Local governments today require integrated voice, data, video, cloud and mobile communications solutions, and are looking to leverage deep industry expertise to help address their unique challenges.

The goal? Improved citizen engagement leveraging intuitive, automated tools that are cost effective for taxpayers. The primary focus of local government leaders and IT staff are evaluating solutions as they look to upgrade or replace archaic phone systems with solutions that will reduce the Total Cost of Ownership (TCO) while ensuring reliability and security.

As a result, Government decision-makers are taking a harder look at Unified Communications (UC) and cloud based technology.

INCREASING

- Citizens' Expectations
- Channels for Citizen Engagement
- Concerns about Public Safety
- Budget Pressures
- Desire to Coordinate with County, State and Federal Agencies
- Reporting and transparency requirements
- Cyber Crime
- Age of Infrastructure
- Needs for Public Services and Support for Elderly, Poor and Disabled Populations

> COLLABORATION AND PRODUCTIVITY

More Active Constituents Demanding More Services & Lower Taxes Creates A Requirement for Efficiency

Local government leaders are learning that by improving the tools for their employees, they create a more pleasant work environment, drive more productivity, and present a friendlier face to their local citizens.

Internally, agencies can improve team-work even when working remotely. Presence and click to connect features grant quick access to colleagues across all device types, whether in the office or remote. Instant collaboration with private video, screen share and instant message tools makes moving through even the most busy and stressful days more productive.

Better Service, Lower Cost

Public sector budget restrictions demands solutions that deliver more for less, and there are many ways in which Unified and web-enabled communications makes doing more with less a lot easier.

For IT managers, moving to a single platform that offers all of these features streamlines cost for support and maintenance.

Leaders may choose to adopt new solutions on an opex, or "pay as you go" basis of a cloud solution or upgrading and/or augmenting their existing phone system to add productivity features at a per -seat or per -application basis.

Secure, reliable access to an integrated communications platform from anywhere on any smartphone or computer means real estate costs can be reduced, leveraging "hoteling" of office space when employees must be in the office. Imagine the potential for savings as locations are eliminated and consolidated with fewer offices and desks, but with technology that supports the same or more team members.

Serve Citizens Better

Improve Collaboration

Save Taxpayer Money

Connect With Citizens

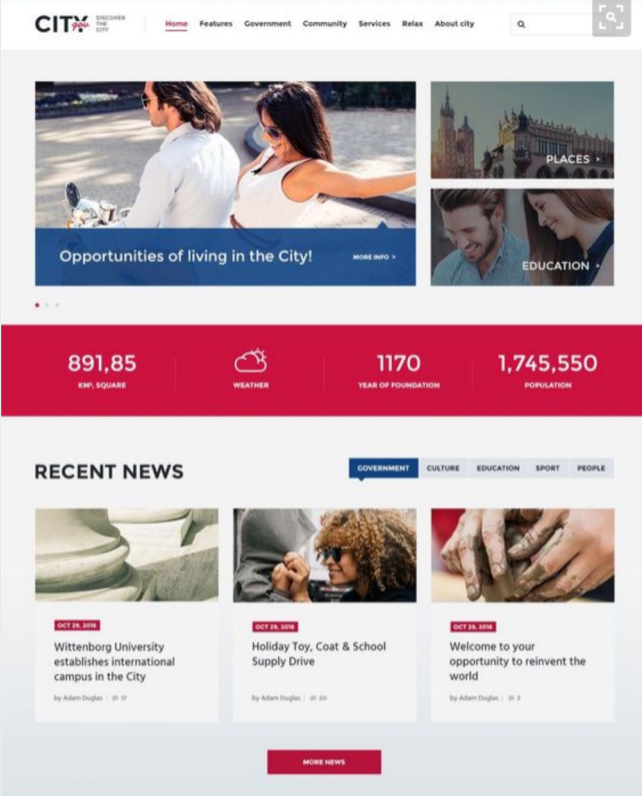## More Active Constituents Demanding More Services & Lower Taxes Creates A Requirement for Efficiency

Local eGovernment online services are increasing in priority for municipalities. eGovernment can realize significant efficiency gains by automating and simplifying access to information and personnel which will benefit citizens, businesses, organizations and the community as a whole.

The deployment of online services alone is not sufficient without providing the human support behind those services, which is why Unified Communications can also hasten the adoption of self-service (providing links to forms, FAQs, etc.) while also providing a means for an individual to "click to talk" to an expert.

A quality-focused evolution of local eGovernment services is a complex task, and requires a solid strategy executed with the right choice of tools, services and provider. Selecting a fully-managed service can dramatically reduce costs in situations where full time IT Staff are not required to maintain real time communications platforms.

By implementing web-enhanced communication solutions that enable automation and targeted support for contact and support centers, community organizations will also benefit from improved back office workflow efficiencies, streamlined costs , improved managed organization and happier taxpayers.

While the services provided by local governments differ, all services and departments can be improved and made more efficient through better communications, stronger collaboration, and more convenient access.

Water Services
Environmental Services
Cultural & Sports Services
LOCAL SERVICES
Town Planning Services
Education Services
Social Services
Health Services

Local eGovernment online services are increasing in priority for municipalities.

Mobility

The technology requirement trend that is outperforming all others in the Local government space is the adoption of mobility solutions for both internal and external communication.

"Citizen convenience" was almost unanimously cited as the biggest benefit of mobile citizen service. "Expanded communications reach" and "time/human resource savings" followed in second and third place, respectively.

A North America-wide online survey of local government IT and communications professionals commissioned by Vision Internet revealed that only about half of respondents have mobile-ready websites. That leaves many municipalities challenged to play catch up with the digital communications habits of their citizens

Leading communities are now including "click to call" on their websites and embedded in their mobile apps. This is faster for the consumer, and smarter for the government as specific pages on their web portal, for example, directs those click to calls to exactly the right person without having the intervention of a traditional and often frustrating IVR service, or worse, being passed from person to person before the question can be answered.

Return on investment can be measured both in real savings and intangible benefits to city leaders and citizens.

The digital-savvy community of West Hollywood, Calif. recently relaunched its mobile site with an app-like design. Additionally, the West Hollywood official city app is a free download for smartphone users, and includes a variety of features and functions to help connect West Hollywood residents and businesses to City Hall. The app's service request tool, which is front-and-center on the app interface, allows people to quickly and easily report issues ranging from potholes to graffiti and abandoned items. Requests not marked "private" by users are mapped so that other visitors can monitor issues and fixes. The service request area also provides links to business licensing, water conservation, animal control, trash and recycling.

Source: GCN

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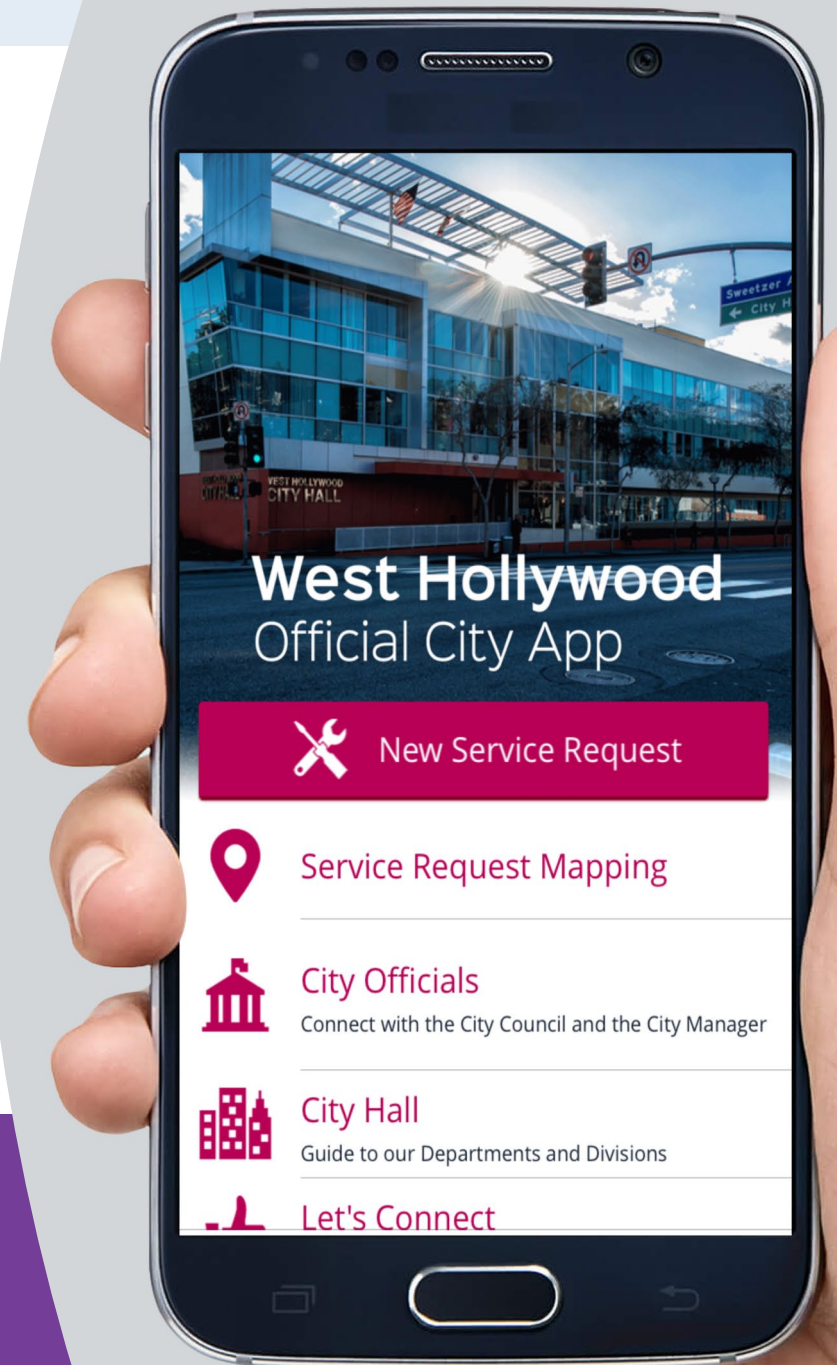
POTENTIAL OF CLOUD

Four Benefits of Implementing Cloud Technology

Modernization
Local governments have been slow to change due to budget pressures, and have forced old telephone systems and equipment beyond their limited lifespan or capacity. The Cloud changes that by virtualizing services and delivering them on any standard computer or smart phone. Cloud-based solutions offer a low cost ways to implement current technology.

Increase Productivity| Increase customer satisfaction

Streamlining
The cloud connects everybody internally, providing access to information and other people; the Cloud can dramatically reduce the cost to process incoming calls through serving citizens by streamlining the way citizens access information and resolve issues.

Connect instantly | Collaborate securely | Communicate efficiently

Flexibility
The use of the cloud can be expanded or contracted easily. It can provide governments with more storage and compute when needed, and scaled down when not needed. The impact: immediate cost savings by paying only for services used.

Pay as you grow service | Pay per seat | Per month

Cost Reduction
The Cloud allows a local government to cut costs without giving anything up. In fact, the government can actually get more by spending less with cloud computing. Eliminating maintenance agreements and IT staff and outsourcing to a Cloud service provider decreases your overall communication expenses. Eliminating equipment rooms frees up real estate and energy cost. Consolidating networks and toll fees across multiple locations drives department budget expenses down.

Lower energy consumption| Less Real estate necessary| Less IT staff

Top Benefits of Cloud Services

64% Secure Infrastructure

58% Provide Cost Savings

45% Unified Management Across Multiple Cloud Types and Base Providers

41% Application Migration Services

39% Flexibility to Move Between Cloud Types

19% No Technology/Vendor Lock-in

Security and Cost Savings Top the List of Cloud Services Benefits.

Important Characteristics of Cloud Providers

86% Offers a Highly Secure Platform

83% Provides Access to Technical Customer Support

80% Experience with Federal Government

77% Provides Customized Solutions

71% Cohesive Forward-thinking Cloud Strategy

63% A Single Technology Provider That Can Fulfill All of My Cloud Computing Needs

63% Flexible Portfolio That Offers a Blend of Cloud Services

Agencies Want Secutiry, Technical Support, and Federal Experience from Cloud Vendors.

Source: Market Connections Research
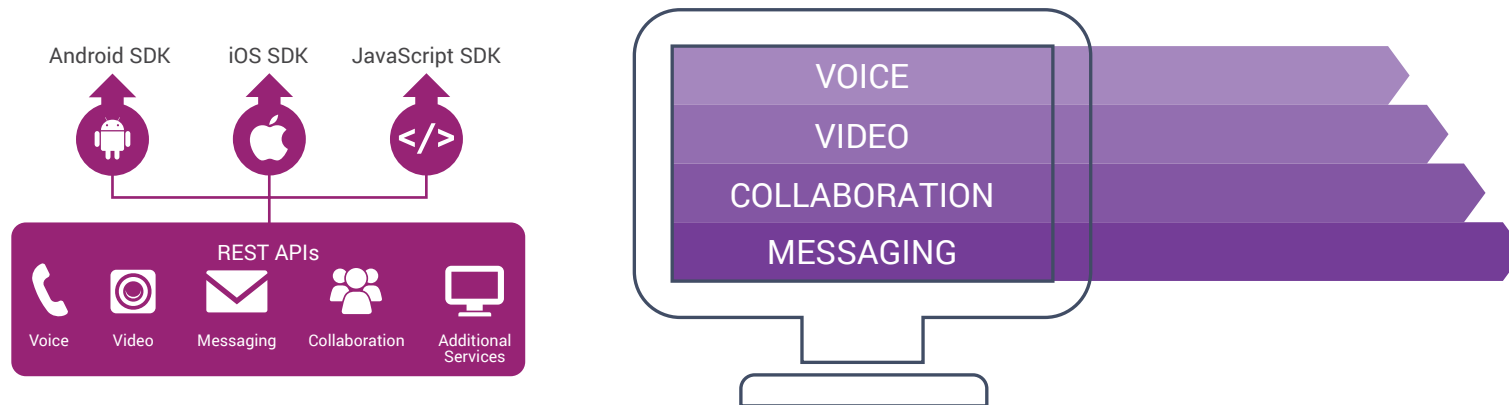
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> OUR SOLUTION

A portfolio of tools offering real-time access,
Unified Communications and collaboration services
benefiting municipal governments & agencies.

> OUR SOLUTION

Build Upon our APIs and SDKs via the Cloud
Available from our Valued Partners, Service Providers or Integrators

Android SDK   iOS SDK   JavaScript SDK

REST APIs

Voice   Video   Messaging   Collaboration   Additional Services

VOICE

VIDEO

COLLABORATION

MESSAGING

- Connecting Local Government with Citizen-Centric Communication Alternatives
- Make Communications with customers more productive
- Be more responsive to citizens

The communications landscape is changing at a fast pace. Communications can be built to be an integral part of your specific workflow.

Our Platform Solutions provide everything you need to achieve these immersive experiences with REST APIs that any web developer can understand—without any knowledge of SIP or other complicated telecom protocols—and that are delivered in rich SDKs for Android, iOS and JavaScript.

> OUR SOLUTION

Communication Solutions for Local Governments

Technology Built by Ribbon and Delivered By Partners, Service Providers and Integrators

Cloud –Based Communications: Private, Secure, Carrier-grade, Voice, Video, Messaging, Mobility

Mobility Apps: Private, secure and accessible via smartphones and Tablets

Collaboration: Voice, Video, Screen share via Desktop, Laptop, Smartphones & Tablets

Web-Integration via APIs and SDK's for customizable solutions with click to call, click to view, share, or collaborate capabilities

Messaging: Voice, Fax, Text, Video, Voicemail to Text Transcription

No Capital Investment, Pay per seat, per month options

> OUR SOLUTION

Integrated, Real-Time Communications

Innovative Ideas to incorporate Virtual communications into your Municipality

Leverage Video Collaboration for municipality member communications

Empower Town council members and other departments with collaboration tools such as screen share.

Allow citizens and contractors to self-select departments via visual online menu trees

Use face-to face conferencing for City Council Meetings and Town planning sessions

Allow citizens to contact you via smartphone or tablet through a click to call Visual Attendant on your web page

Automation of routine tasks such permit request, Inspections and Code-violation reporting

Payment Processing for local utilities, courts & Park registration

Web-Integration via APIs and SDK's for customizable solutions for third party applications or yours

Provide quick access to informational recordings for hours, and calendar announcements leveraging voicemail

> DEPLOYMENT OPTIONS

Our Cloud

Ribbon offers turn-key Unified Communications services through our Kandy service offering leveraging our carrier-class, redundant services.

- Speed up time to market
- Low Capital Outlay
- Admin Portal
- Simple Provisioning Tool
- Pre-Built or Customizable Packages
- Pre-Packaged Offerings built on customer use cases.
- Software Upgrades Included
- Low Resource Impact
- Tier 2 Technical Support
- Complete Marketing and Sales Support
- Wide range of Service Portfolio Options
- Optional Billing solution via Merchant Account
- Increase wallet-share by augmenting your portfolio with Kandy

Your Cloud

Deploy Ribbon Technology in your Private Network, managed by you and your team.

- You retain complete control
- You monitor and manage: Your Network or Data Center
- Capital Investment using your depreciation methodology
- Integrates directly with your BSS and OSS
- Software upgrades sometimes included but may require implementation
- Software upgrades impact customer base
- Bundle with existing products and services
- Optional Implementation Support
- Tier 2 Technical Support
- Technical Training
- Marketing GTM and Campaign Support
- Brandable Sales Training. Choose to source or leverage Ribbon
- Offer Pay as you grow solutions with an MRR Model

Best From Both Worlds - Keeping Critical Data and Media Local

Hybrid
Build custom solutions leveraging offerings across Ribbon's entire portfolio.

- **Expand addressable market by offering services in markets where you don't have network**
- **Augment capped solutions one seat at a time as an interim solution to replacing current solution.**
- **Grow wallet-share by offering add-on solutions**
- **Offer solutions for new branch offices without replacing infrastructure across**
- **Expand your portfolio with new services with little effort by leveraging Ribbon's Kandy Cloud offering.**

> USE CASES

City Council Office

Scenario:
City Commissioner wants to implement a web-based click to call feature that will direct citizens to the appropriate department within the office. Staff members are often distracted with calls that are eventually transferred to other departments. They are looking for opportunities to shift headcount across departments but are unable to track inbound request today.

Barriers/Challenges:
- Headcount Shortage
- Citizen complaints
- Distracted employees
- NO tracking of inbound calls
- Lost calls, Long Hold-times

Solution:
By implementing Visual Attendant on their web-site, citizens may self-select the department of choice and connect directly from their mobile device, computer or tablet. Once connected, they can quickly resolve issues and their requests can be met. By leveraging Visual Attendant's reporting capability the City Commissioner can gauge work load of each department and shift resources accordingly. The productivity of staff is increased as misrouted calls are eliminated. Citizens may also choose to leave a message for a specific council members who will receive a transcript version in their email inbox instantly. They can then prioritize and return calls promptly based on the specific issue or forward the email to a different department for follow-up.

Benefits:
- Improve citizen satisfaction
- Shift resources based on need
- Decrease long distance and staff cost based saving money and improving service
- Increase productivity

Solution Technology: **Visual Attendant, Voicemail**

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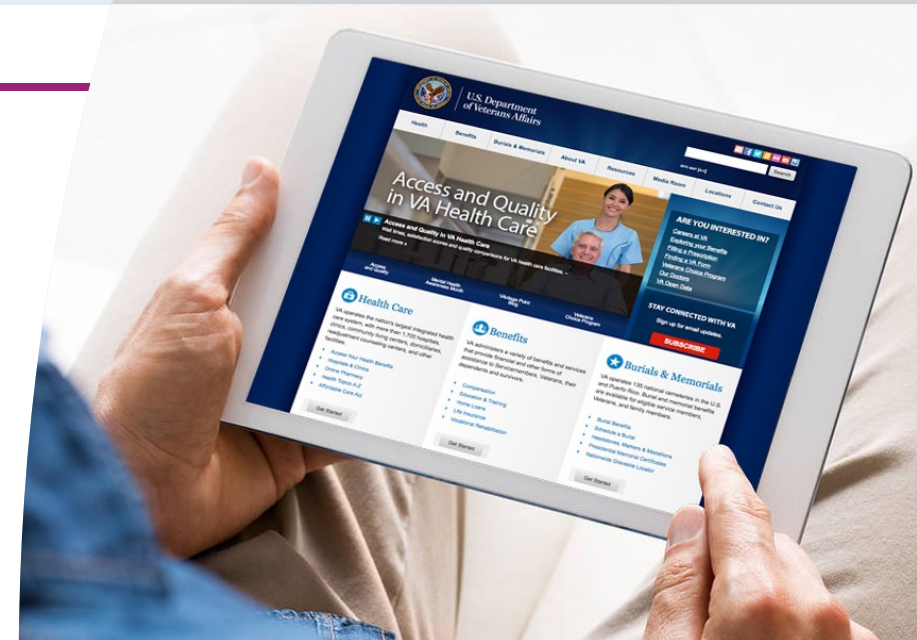
Police Department

Scenario:

Police Chief wants to enable field officers to connect to Dispatch and other administrative team while on patrol duty. The existing systems are being used for emergency priority and can't handle the additional volume required for administrative work. Officers frequently must work overtime to complete paperwork which is causing a budget deficit and officer burn-out. The existing communication's system is being managed by a different department head and the police chief is unable to make custom changes specific to his need.

Barriers/Challenges:

• Capital budget constraints
• Citizen complaints
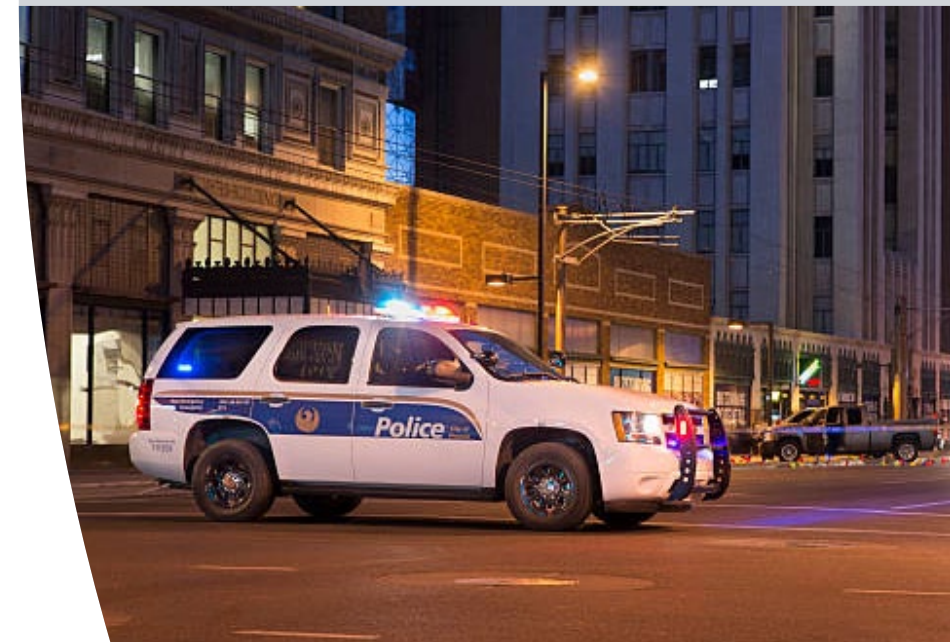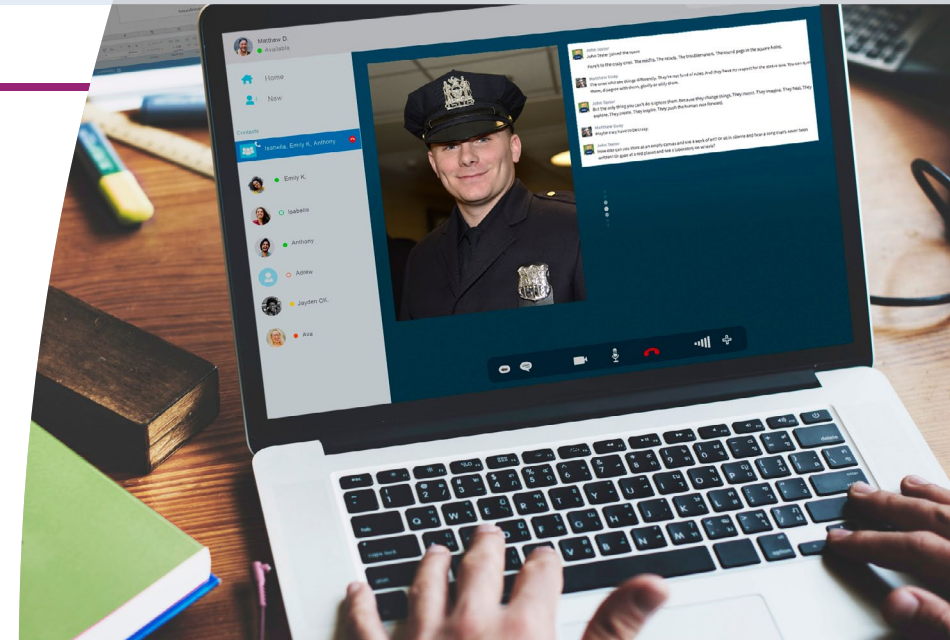• Manpower shortage
• High overtime hours

Solution:

A Cloud-based Unified Communications Mobility application allows officers on patrol to quickly connect to Dispatch to report issue, access data records and process paperwork right from their patrol car regardless of location. Officers can access the application form a tablet, mobile phone or laptop from anywhere. By using this solution, radio messages or mitigated and freed up for emergency situations. Since the application is secure, there is no risk of citizens picking up confidential information via a radio scan.

Benefits:

• Decrease time for each routine stops, allowing them to respond quicker to emergency situations/
• Enables Quick access to data records so they are armed with fast and accurate information and can prepare accordingly.
• Faster paperwork processing time eliminating the need for extensive overtime or off hour work
• Private- Secure Application

Solution Technology: **Unified Communications with Mobile and Desktop Clients**

Department of Motor Vehicles

Scenario:
A group of local DMV offices is tasked with a mandate to improve the services that they offer citizens. They currently a employees that are skilled in the area of testing and processing but don't have a specific resource to answer and route calls appropriately. Each office has a limited budget for headcount but isn't sufficient enough to meet the current gap and metrics set regarding wait times and processing. Employee feedback indicates that a significant amount of time is spent in answering phone calls and assisting citizens that do not have all of the necessary documentation to successfully complete the licensing process. Further investigation reveals opportunity for improvement in the areas of renewal automation and voter registration.

Barriers/Challenges:
• Large Inbound Call Volume
• Long Wait times
• Low Funding
• Resource constraints

Solution:
The local DMV Offices pooled funding in order to implement an Auto Attendant that they share as a central answering mechanism for all offices. Citizens can call into the same number and access a menu tree that offers information only details such as hours, location, directions, license requirements and voter registration information. The menu tree also directs them to their website and the closest DMV Office. Additionally, citizens may connect to their local office of choice via a menu –prompt should they need to speak someone directly. The same functionality is made available through a click to call, menu tree option located on their County website. In addition to making a voice call, customers can connect via chat using any device. The chat is monitored initially by a BOT to automate common questions and responses and then escalated to a shared resource that provides assistance in complex inquiries. This has resulted in reduced call volume and wait times. Additionally, successful processing volumes have increased substantially. Voter Registration has increased and online renewal processes are more effective. With reduced call times, resources are freed up to complete testing task quicker and can now offer assistance to other offices within the county.

Benefits:
• Shorter Wait times
• Cost effective, Shared Solution
• Collaborative Learning environment.
• Improved customer satisfaction
• Improved Employee Morale
• Eliminated Resource Constraints

Solution Technology: **Auto Attendant, Live Support, DCA**

> Contact Us to Get
Started Today!