

Engagement Cloud

Empower impactful citizen engagement with connected technology, data insights, and expert-led services



The Challenge

The obstacles facing public sector organisations today are daunting. Amidst rising demands for essential services, council and central government leaders struggle to find ways to serve everyone in their community regardless of age, education level, economic status, and other factors — and need to do so without adding to their expenses.

Previous attempts to cobble together communication “solutions” — social media, PDFs with clunky branding, and a mix of one-and-done survey tools — have failed to deliver citizen intelligence at scale or make it easier for the people who typically struggle to get the information and help they need.

What if you could...

- ✓ **Go further with your owned audience growth** and get there faster with advanced engagement strategies and the Granicus subscriber network: 18-million strong in the UK?
- ✓ **Make it easier for people of all abilities** and circumstances to access the help and services they're seeking?
- ✓ **Securely collect resident insights** for high stakes topics (e.g. service gaps, adult and social care needs)?
- ✓ **Know how well you're doing** according to your community and where there are areas for improvement?
- ✓ **Proactively tell residents about problem areas** and priority investments so they're aware of your plans to resolve them and make a difference in their lives?
- ✓ **Showcase the impact for your engagement activities** and provide data-backed justification to keep the lights on for crucial services that may be cut?

Introducing Engagement Cloud

Residents today expect government experiences that personalised to them, fostering a sense of inclusion and encouraging active participation. Granicus' Engagement Cloud fundamentally changes how public sector organisations connect with and understand their residents, helping move beyond clunky, cobbled together one-and-done marketing and survey tools that lack deep insight toward deeper relevance and community dialogue.

Granicus also understands that technology is not enough to take government services to the next level. A public sector partner that is dedicated to your same goals will help you with everything from making it easier for residents to get bins to ensuring those most vulnerable in your community are aware of and can receive the economic benefits and support services they require.

That's why Engagement Cloud includes Granicus Experience Services, continuously delivered by our multidisciplinary public sector experts, starting on day one, giving you access to hands-on, proactive programme design and implementation expertise, dedicated technology support, knowledge libraries and in-person training, and more.

Did You Know?



Residents are **44% more likely** to reengage when experiences are personalised.



Citizens are **9x more likely** to say an agency is delivering on its mission when they are satisfied with the overall experience.



Granicus customers **decrease their cost** to engage each individual by up to 90%.

Customer Success



Telford & Wrekin Council took a digital-first approach with Granicus to promote wellbeing through focused campaigns, **resulting in more than 3,000 pledges being submitted, with 62% of subscribers belonging to priority groups** and 80% reporting improvements to their health or happiness. [Learn more >](#)

Ready to get started?

Let us help determine which Engagement Cloud and Experience Services solution best works for your organisation.

[Contact us](#)