

# Service Cloud

Re-imagine government with connected technology, data insights, and expert-led services.



The challenges facing local councils today are daunting

Leaders must meet rising resident expectations while dealing with operational disruption and reduced funding. Previous digital “solutions” — multiple portals depending on service request type, different experiences based on whether they go online, call, email, or go in-person, and more — have failed to deliver better customer service or streamline operations in ways that improve how residents feel about interacting with local councils.

Residents become frustrated by a confusing mix of digital government services that are hard to find and harder to use, often stuck in a mix of online, paper, and in-person options. Staff are left with technologies that aren’t integrated, don’t share data across departments, and often require manual processing for even routine tasks. It’s time to take the guesswork out of government and create services that work the first time.

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## What if you could...

- ✓ **Be more inclusive** by providing easy online access 24/7 to government and social services, support groups, and other resources to help residents most in need?
- ✓ **Streamline workflows** for any service from simple to complex to make it easier to interact with government while also reducing your carbon footprint?
- ✓ **Use actionable data insights** to create outreach programmes with personalised, targeted communications based on your community’s unique needs while also leveraging data to build a long-term service delivery roadmap?
- ✓ **Develop and maintain relationships** with your community by sharing information with underserved residents to help them understand how government can assist them every day or if a crisis occurs?

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## Introducing Granicus’ Service Cloud

**Service Cloud** — part of our **Government Experience Cloud (GXC)** platform — simplifies how residents access government services while also strengthening community relationships by connecting service request management, communications, and engagement into one solution.

Service Cloud is designed with the resident in mind, so they quickly find the support they need, stay informed, and remain connected. Service Cloud’s goal is to help local councils deliver government services more efficiently with a focus on serving every resident equitably.

With Service Cloud, service requests are better managed from end-to-end; communications are targeted for maximum impact; and engagement is designed to gain actionable community insights.

## Did You Know?



**60%**

of residents said they've had problems with online government experiences in the past.



**87%**

of residents expect government experiences to be better than private sector experiences.



**25-80%**

of residents and staff spend less time on digital tasks than on paper and in-person, freeing up staff time to support those who cannot interact online or who need more dedicated support.

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## Customer Success



Derbyshire modernized customer service with Granicus resulting in **over 22,000 cases being submitted** to Call Derbyshire, which is **about 185 cases per day** and **69% of all cases submitted**. [Learn more >](#)

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## Ready to get started?

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

[Contact us](#)