

Granicus

Government Experience Cloud

Inform, Serve, and Better Engage Your Residents



DID YOU KNOW

\$12.00

It costs \$12.00 per face-to-face government interaction (on average), as well as \$3.50 for a call. Roughly 48 percent of government professionals don't use emerging digital tools. By digitizing services, you can reduce long-term costs by up to 98 percent, plus keep staff focused on higher priority tasks by saving 25-80 percent of the time they'd typically spend on paper and in-person interactions.

What is the Granicus Government Experience Cloud?

Granicus connects government organizations with the people they serve by providing the first and only unified customer experience platform built specifically for government. The Government Experience Cloud is a comprehensive cloud-based solution for communications, resident engagement, digital services, and customer service. It's designed to enable stronger relationships, improved trust, and excellent customer experiences.

Public interest technology is not one-size-fits-all. That's why Granicus designed the Government Experience Cloud to grow with you, so you can:

- **Understand your constituents** by using online tools to really get to know who they are, what they care about, and how to communicate with them authentically.
- **Create modern websites** that efficiently connect people to information and services and easily evolve to meet your community's changing needs.
- **Deliver digital communications** by sending targeted email, text, and social media communications to reach more residents, including underserved populations.
- **Maximize outreach efforts** and engage constituents by using two-way feedback loops and analyzing sentiment to truly understand how people feel about key topics.
- **Improve trust** by increasing government transparency, including access to public meetings and public records, as well as assisting with code enforcement for short-term rentals, permits, and tax collection.

PUTTING THE RESIDENT FIRST

“ The platform allows me as a non-technologist to log on, take that policy or that law or statute and make it better – not only for my staff but for our community.”

– Crystal Sprague, Director of Innovation & Performance, Wyandotte County, Kansas

About Granicus

Granicus connects governments with the people they serve by providing the first and only Government Experience Cloud for the public sector. With comprehensive cloud-based solutions for communications, government website design, meeting and agenda management software, records management, and digital services, Granicus empowers stronger relationships between government and residents across the U.S., U.K., Australia, New Zealand, and Canada.

READY TO GET STARTED?

Contact us today



What if you could use one connected platform to...

- ✓ **Serve** - Reduce costs and improve services by converting expensive interactions with government or local authorities – calls, in-person visits, and downloadable PDFs – to easy-to-use self-service options.
- ✓ **Engage** - Reach and engage residents using inclusive and accessible online tools that can also help you analyze community sentiment about important issues.
- ✓ **Optimize** - Increase internal efficiency and enhance the customer experience by streamlining and simplifying government processes such as permitting, licensing, and revenue collection.
- ✓ **Innovate** - Retain employees and support remote work by streamlining internal work processes and centralizing shared knowledgebases.
- ✓ **Connect** - Build stronger relationships and increase trust by providing better access to public records and clearer insight into the legislative decision-making process.

Why Granicus

We know that technology alone does not bring about change. That's why we believe in the power of three: people, process, and technology. With our experienced consultants, efficient implementation, and robust software, Granicus brings government organizations closer to the people they serve – driving meaningful change for communities around the globe. We are:

- ✓ Trusted by 5,500+ government organizations worldwide, and used by more than 300 million subscribers
- ✓ Purpose-built for government and supported by experienced professionals who know how government works, including how to protect sensitive data and comply with applicable regulations
- ✓ Developers of secure and reliable technology, giving you peace of mind that sensitive information is protected against data breaches, cyber threats, ransomware, and disasters
- ✓ Committed to providing equitable and accessible online services for all residents and staff that is available 24 hours a day, 7 days a week