

Citizen experience

Unpacking access to government services

With the global pandemic putting digital transformation on the fast track, expectations are shifting – including for government. See how Canadians feel about access to government services and where there's opportunity to deliver great experiences.



Experiences matter

A great citizen experience has a positive impact on opinions.



61% of Canadians say positive experiences with public services improve their overall perception of government.



And 56% of Canadians say good experiences increase the chance of future interactions with government.

But accessing services can be a challenge.



46% of Canadians rely on someone else to help them access public services.

Why?

- 3 in 10** need help because the process is too complicated.
- 2 in 10** say they don't know how to do it or where to go.



Starting off on the wrong foot

Challenges accessing government services start early.



6 in 10 Canadians have faced challenges making contact with the right government department.

Why?

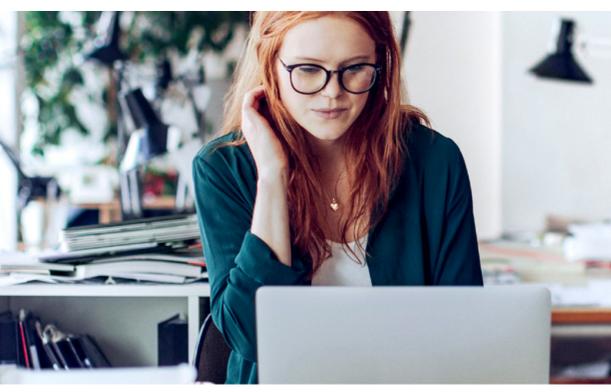
- 52%** say it was hard to get through to support, and phone lines were busy.
- 25%** couldn't find the right contact information they needed.



24% got bounced around to different departments.



And 40% say they faced a technical challenge, including using the website or portal.



Digital can make a difference

Demand for digital is here, with most Canadians preferring to access government services online and on mobile.



8 in 10 Canadians think navigating government services would be simpler with more digital tools.

What services would help?

- 8 in 10** say greater use of automation or live chat functions.
- And 3 in 4** want mobile-friendly options.

The global pandemic has shifted expectations long term.



3 in 4 say the pandemic has made them more open to accessing government services digitally. **And 85%** want access to government services digitally after the pandemic ends.



The digital customer service opportunity

Consumer brands are doing a better job of customer service than government.



8 in 10 believe consumer companies provide better customer service than government.



4 in 10 say better customer service would have improved their recent dealings with government.

Governments have an opportunity

to deliver the customer service Canadians want with digital tools.



84% want real-time support, such as live online chat formats or SMS text messages for real-time support.

Deliver a better government digital service experience. See how ServiceNow can help.

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