

# 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?

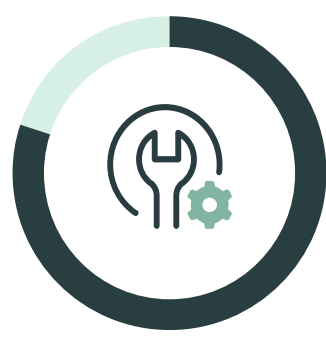
- 52%** say it was hard to get through to support, and phone lines were busy.
- 25%** couldn't find the right contact information they needed.

- 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.

[servicenow.com/solutions/industry/gov.html](https://servicenow.com/solutions/industry/gov.html)