

WHITE PAPER



Modernizing Government Service Delivery

KOFAX



Now is the Time to Modernize Government Service Delivery

Federal, state and local agencies all understand that traditional methods of delivering services and benefits to internal and external customers can be overwhelmed during peaks in demand or crises, such as the COVID-19 pandemic. Agency websites, for instance, crashed when constituent demand came surging after reopening for Paycheck Protection Program (PPP) processing and, a similar situation had occurred when the Affordable Care Act's Health Care Exchange was first deployed.

While modernization efforts are underway, current approaches to citizen services at many agencies still include some level of paper-based or manual processes and result in:

- Frequent bottlenecks and long processing times
- Backlogs or even website crashes during peak demand periods
- Lack of transparency for the citizen
- Errors from manual processes
- Inconsistent performance/delivery (especially when third parties, such as banks, are involved)
- Disgruntled constituents who expect a more modern customer experience
- Fatigued workers who are constricted to low-level tasks like data entry and review

Citizens have been conditioned to have certain expectations around digital and mobile experiences like those from Amazon or their online banking platforms. They want on-demand information, convenience, and contextually relevant communication whether filing their taxes or applying for small business loans. These may come in the form of online submission forms that are simple and easy, information being auto populated based upon past submissions, or getting specific information via chat on their mobile device. Citizens also still turn to traditional methods in certain circumstances, such as talking to a person over the phone. Agencies must be flexible to serve constituents with a variety of communication needs, manage an abundance of structured and unstructured data that is stuck in information silos, all while working within the constraints of limited budgets.

Whether dispensing loans, grants or unemployment checks, processing visa applications, or enrolling citizens in a government program, agencies need to deliver services and benefits in ways that are efficient, flexible, and frictionless to citizens. This requires agencies to shift to digital, versatile, and automated business processes, which must be implemented easily, scaled quickly, and able to be maintained by existing agency resources.

In recent years, many agencies have turned to robotics process automation (RPA), a business process automation software that deploys software “bots” that automate manual tasks that are largely rules-based, structured, and repetitive. However, RPA capabilities alone are insufficient to automate a process from end-to-end. In a recent study, 98 percent of decision makers reported challenges due to an unintegrated ‘point solution’ approach to automation¹. Agencies need end-to-end automation of a unified platform to truly modernize complex service delivery operations that have multiple data sources, reviews, touchpoints, and entry points.

Consider, for example, the process of enrolling a citizen into a federal benefit program. This requires collecting and managing millions of paper-based applications and supporting documents. The applications and support documents must be scanned and captured, reviewed, data verified, and data disseminated for processing to determine eligibility. RPA alone is unable to handle this end-to-end process, as it requires the agency to continue to have manual and human steps in the process or develop integrations between multiple technologies which is time-consuming and costly to maintain.

¹ [The Kofax 2020 Intelligent Automation Benchmark Study](#)

Success lies in taking advantage of a wide set of workflow automation capabilities, including mobile-enabled digital processing; paper document capture, unstructured data extraction and classification; and automated workflows that free up employees to serve constituents' real needs instead of processing endless paperwork. Using a unified platform that natively combines these complementary toolsets is critical for organizations to achieve "hyperautomation" across functional and process silos. A study of 450 automation and artificial intelligence (AI) decision makers indicated that 99% of them believe there is considerable value in working with a single automation vendor². Thus, organizations achieve more efficient processing, better experiences for citizens and agency staff, and a modernized way to do business.



Using a unified platform to modernize service delivery from end-to-end

Government services are oftentimes complex processes that require high levels of validation, precise data, and stretch across many offices, departments, and even other agencies. While they can be adjudicated and completed in one back office review, sometimes they require additional information to be collected from a citizen, third party, or another agency. This results in costly delays and many manual exchanges and requests, whether by mail, email, or even fax.

Requesting that a citizen submit a new proof of address, for example, could result in a lengthy process: an agency generates a paper letter of request, mails it to the citizen; the citizen receives it, creates a photo copy of the proof, and mails the response back to the agency; the agency then scans the documentation, someone reviews it and inputs it into a system. That process could take four to six weeks at best. This happens across a multitude of scenarios: loan processing, enrolling citizens in a program, or arranging services or benefits for a veteran, a farmer, or a member of the military.

Now, imagine that four-to-six week period of processing is reduced to a 5-minute transaction between the citizen and the agency via a chat on a mobile phone. And imagine that chat does not involve a costly human resource in a contact center, but rather a chatbot using the latest AI and Natural Language Processing (NLP) capabilities. That chatbot can provide that citizen with personalized claim

² Ibid.


information in seconds. The citizen can not only update his/her address via the chat but also verify eligibility for a benefit, and receive a real-time status update in a matter of minutes. The benefits of an automated, end-to-end approach to service delivery are many, including:

- Faster application approval times
- Reduced processing costs and program churn
- Improved data quality and reduced errors
- Flexibility for how customers engage requested services
- Optimized back-end paperwork processes
- Greater, faster customer access to government services and the status of their services
- Real-time support for constituents

A unified Intelligent Automation platform natively integrates all of the necessary automation technologies to help government agencies modernize their many-varied services, including:

- Robotic Process Automation: Reliably automates routine, repetitive tasks at scale, and leverages cognitive capabilities within our AI-enabled platform
- Process Orchestration: Drives successful outcomes by coordinating multiple actions, people, software robots, policies and systems
- AI-Enabled Cognitive Capture: Ingests and understands any document and its information in any format, through any channel, leveraging AI and NLP
- Analytics: Produces and crunches data to provide visibility, process intelligence and insight to agencies, robots and constituents
- Mobility and Engagement: Engages and transacts in efficient, effective and trusted ways with e-signature, facial recognition and on-demand communications





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While there is no one-size-fits-all approach, Kofax has extensive experience serving federal civilian and defense agency customers, as well as state and local organizations to support a wide spectrum of use cases. By natively integrating these complementary capabilities and technologies, Kofax enables ingest of structured and unstructured data via mobile and omni-channel using capture, optical character recognition (OCR), and AI. It can then create automated workflows, perform dynamic case management, and automate tasks no matter the systems and applications – including COTS, MOTS, or GOTS. Lastly, Kofax provides customer engagement using e-signature, communications management, and facial recognition via the customers' channel of choice to further enhance our offering and render the experience frictionless for the user. Information is integrated and actionable and no longer siloed.





About Kofax

Kofax has been providing solutions to the government market since 1997, and we have a broad installation base in the federal marketplace including more than 350 unique sites across civilian, defense and intelligence community agencies. Key customers include: U.S. Census Bureau, Defense Intelligence Agency, U.S. Department of Veterans Affairs, Transportation Security Administration, Department of Homeland Security Headquarters, U.S. Air Force, U.S. Army, U.S. Navy, U.S. Coast Guard, and the Centers for Medicare & Medicaid Services.

To ensure our solutions can be easily purchased by federal customers, Kofax partners with Carahsoft. As the sole Kofax distributor in the federal marketplace, Carahsoft enables federal customers to purchase Kofax products from the GSA IT-70 schedule and NASA SEWP. The Carahsoft website for Kofax products can be found at:

www.carahsoft.com

We look forward to the opportunity to meet with you, answer your questions and learn more about your intelligent automation goals.



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