

# Cisco Executive Forum: Government Blue Ribbon Panel

## Strategies for Making Your Agency More Service-Centric

With the new federal administration hard at work trying to fix the economy, citizens across the country are looking for engagement, accessibility, and transparency in their government. Citizens expect the same level of service from the government that they receive from private-sector organizations such as retailers and financial institutions. In turn, agencies are charged with becoming more service-centric to satisfy their needs.

Three government panelists spoke recently on agency strategies that can create a service-centric organization at the Cisco Executive Forum at the Mayflower Hotel in Washington, D.C. Phil Bertolini, CIO, Oakland County, Michigan; Martha Dorris, U.S. General Services Administration (GSA); and Michelle King, U.S. Social Security Administration (SSA), discussed their approaches for optimizing service delivery while also engaging citizens in the process. It was a fascinating discussion focused on tangible results that can be implemented now across the country.

"It is really about the citizen's experience," said Dorris about making citizen-centric solutions a priority at GSA. "Agencies need to focus on the way citizens are interacting with their government."

The panelists discussed tools their agencies have deployed to deliver service-centric solutions to both citizens and employees on federal, state, and local levels. Providing convenient, flexible access to important resources through education, technologies, and Web 2.0 tools such as blogs, newsfeeds, email alerts, Facebook, and YouTube allows for greater collaboration and involvement. These tools enable citizens and employees to complete tasks, solve problems, facilitate departmental collaboration, and participate in government in ways never before realized.

To ensure success, government agencies at all levels need to educate one another by sharing best practices, making better use of networks, and listening to customer and internal employee feedback.

"We need to keep in line with our main goal: the true blurring of government lines," said Bertolini. "We [agencies] can share our services, but it all comes down to our willingness to work together."




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