



**OMNI-CHANNEL  
FOR GOVERNMENT:**

# **Better Delivery Through Data**

GTA GOVTALK 16  
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# QUESTIONS?





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 @jordanhirsch



# WHAT IS OMNI-CHANNEL?

And why should you care?



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# OMNI-CHANNEL

**Creating a personalized, frictionless, contextual, & continuous experience for your users regardless of channel, format, location, or device - online & offline.**



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# NOT JUST MULTICHANNEL



single channel



multi-channel



omni-channel





DOMINO'S  
**ANYWARE™**

*Order your favorite  
oven-baked goodness on your favorite devices.*



ZERO CLICK



TEXT



TWEET



ECHO



SMART TV



CAR



SMART WATCH



VOICE



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# SO WHAT?



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# SO WHAT?

Citizens Expect More



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# SO WHAT?

What is the risk?



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# ELEMENTS OF OMNI-CHANNEL

Channels



Touchpoints



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# CHANNELS

The *means* of an interaction



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A woman with long dark hair is shown in profile, wearing a white smartwatch on her left wrist. In the background, a laptop is open on a desk. The overall scene is softly blurred, focusing on the woman and her smartwatch. A large teal triangle is positioned on the right side of the image.

# TOUCHPOINTS

*A specific point of interaction*



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# OMNI-CHANNEL EXAMPLES

Using data to enhance service delivery



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# BOSTON

CityScore



## CITYSCORE

CityScore is an initiative designed to inform the Mayor and city managers about the overall health of the City at a moment's notice by aggregating key performance metrics into one number. Here we will provide you with an overview of the CityScore tool and data, but more importantly we will show you how we are using CityScore to make improvements across the City.

### THE TOOL





# RED CROSS

Digital Operations  
Center



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# GETTING THERE

Data, Personas, User Journeys



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# PERSONAS

Who are your citizens?

## John Doe

**AGE** 21-30  
**OCCUPATION** Web designer  
**STATUS** Single  
**LOCATION** Sydney, Australia  
**EXPERIENCE** 7+ years  
**BACKGROUND** School e-web design

HTML CSS Flash  
JavaScript Photoshop



"Good design makes a product understandable and is innovative"

### Motivations

- Control
- Fear
- Achievement
- Growth
- Power
- Social

### Goals

- Strive for a design that's user-friendly and beautiful
- Create a site that targets the appropriate audience
- Design a user-interface that flows freely

### Frustrations

- Expectations are not clear
- Deadlines
- Additional expectations

### Bio

I'm a web designer with over seven years of professional experience. I specialize in creating custom web sites for other businesses, focusing primarily on custom WordPress theme design.

### Personality

Extrovert / Introvert  
Sensing / Intuition  
Thinking / Feeling  
Judging / Perceiving

### Technology

IT & Internet  
Software  
Mobile Apps  
Social Networks

### Brands

Brands I worked for:  
[www.brandsoftheworld.com](http://www.brandsoftheworld.com)





# DATA AUDIT

What do you *know*  
about your citizens?



# CHANNEL AUDIT

How far along are you?

- *Channels*
- *Messaging*
- *UX*
- *Consistency of tone/voice*
- *Consistency of content(!)*

# BEING OMNI-CHANNEL

Culture + Data



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# STRATEGY

Where do you want to go?

- Think about your goals
- Plan a *strategy* to get you there
- Use this as a framework to experiment
- OMNI-CHANNEL *is* content. Content needs strategy.



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# DATA

Set it free!

*If you love something,  
set it free*



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# CULTURE

Don't "do" omni-channel,  
BE omni-channel

Organizational culture eats strategy  
for breakfast, lunch and dinner



Culture

Strategy



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# QUESTIONS?

**I'll be back!**

