Phase2

OMNI-CHANNEL FOR GOVERNMENT:

Better Delivery Through Data

GTA GOVTALK 16
NOV 2016

QUESTIONS?

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JORDAN HIRSCH

Director, Strategy
Phase2
@jordanhirsch

WHAT IS OMNI-CHANNEL?

And why should you care?

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

MENU
DOMINO'S
ANYWARE™
Order your favorite
oven-baked goodness on your favorite devices.
ZERO CLICK
TEXT
TWEET
ECHO
SMART TV
CAR
SMART WATCH
VOICE
Domino's

SO WHAT?

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SO WHAT?

What is the risk?

ELEMENTS OF
OMNI-CHANNEL

Channels + **Touchpoints**

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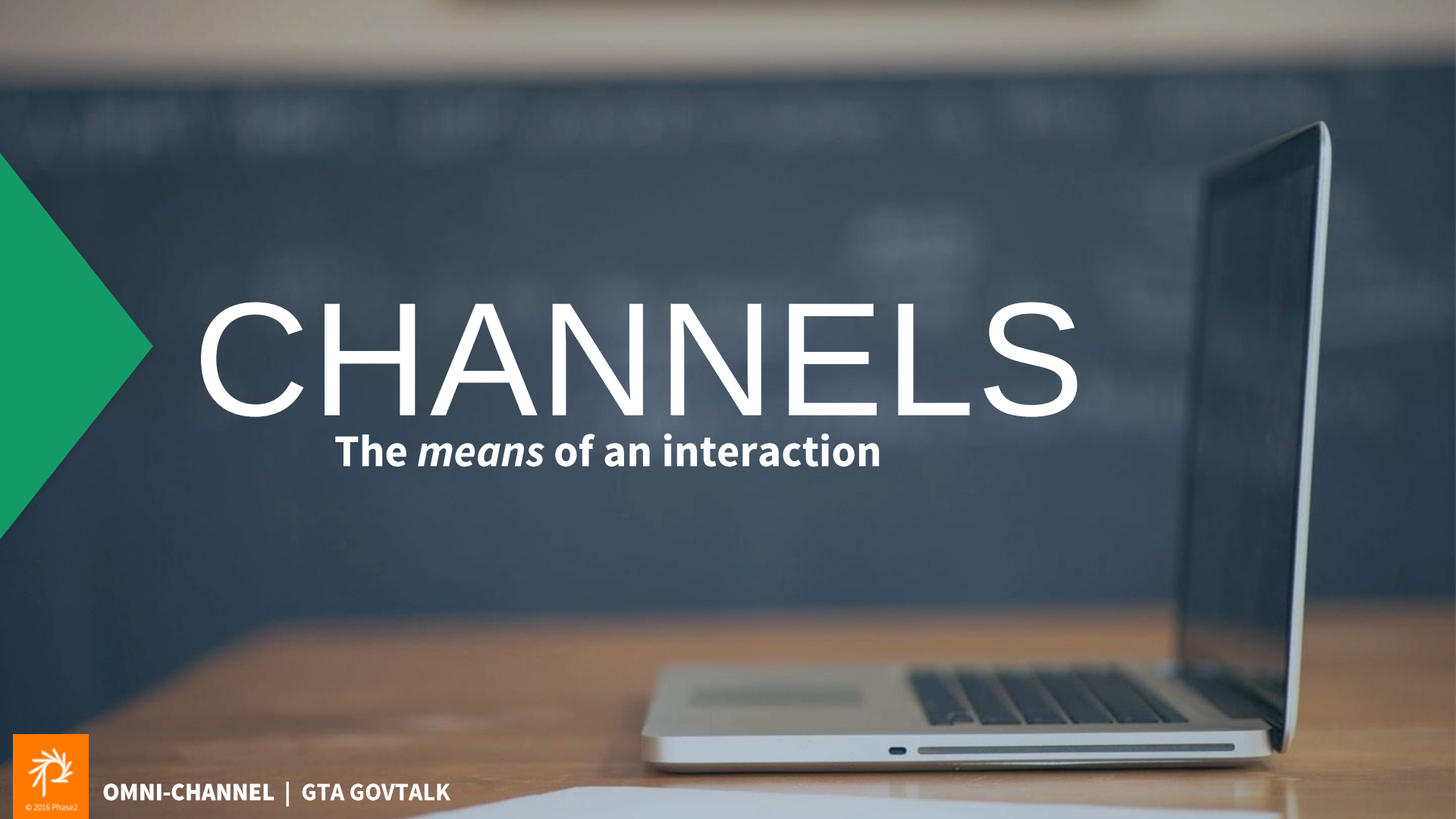

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TOUCHPOINTS

A *specific* point of interaction

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OMNI-CHANNEL

EXAMPLES

Using data to enhance service delivery

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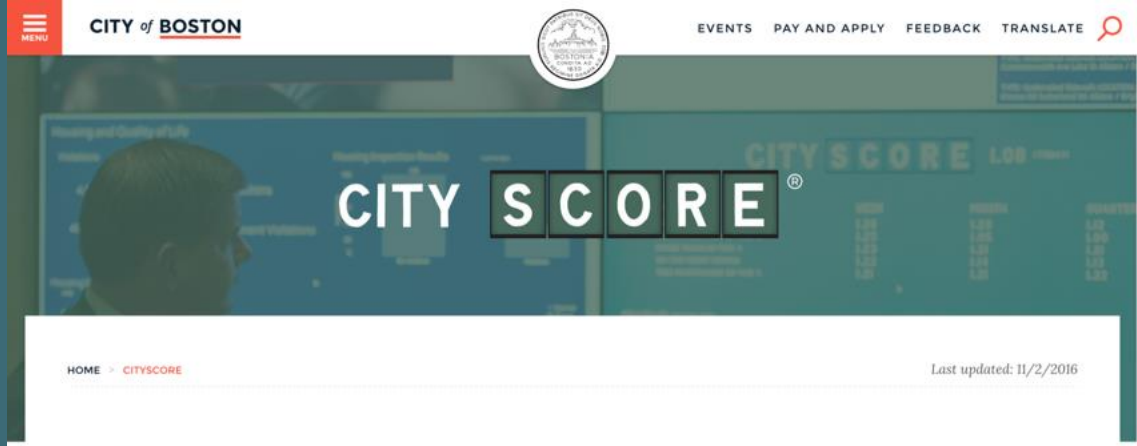
BOSTON

CityScore



HOME > CITYSCORE

Last updated: 11/2/2016

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

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RED CROSS

Digital Operations Center

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GETTING THERE

Data, Personas, User Journeys

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PERSONAS

***Who* are your citizens?**

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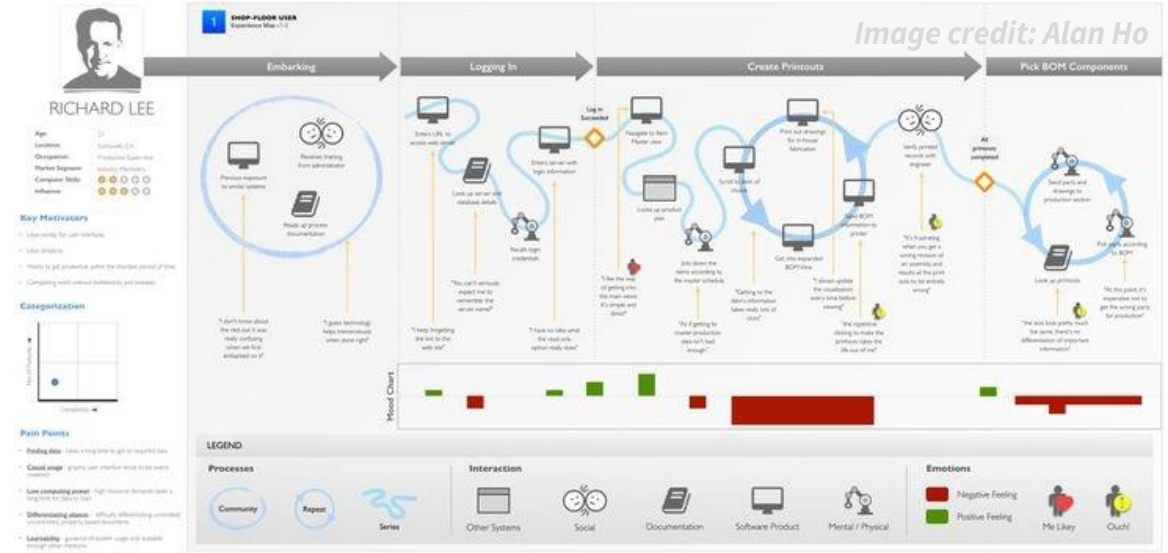
USER JOURNEYS

How do your citizens *access* government services?



DATA AUDIT

What do you *know* about your citizens?

CHANNEL AUDIT

How far along are you?

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!

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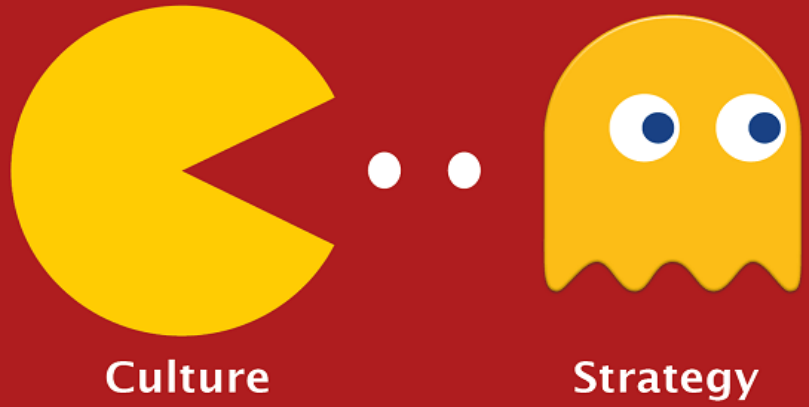
CULTURE

**Don’t “do” omni-channel,
BE omni-channel**

Organizational culture eats strategy
for breakfast, lunch and dinner



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QUESTIONS?

I'll be back!

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