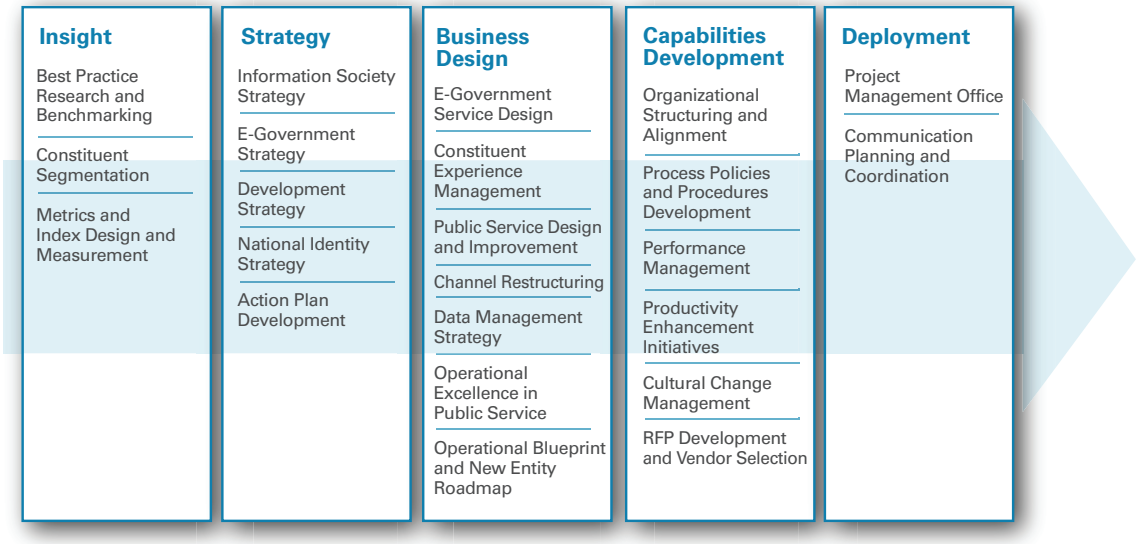
Customer Centricity in Government

Bringing business best practices to the public sector

Governments around the world are becoming increasingly sophisticated, translating many best practices from the business world to the public sector and designing citizen-centric offerings and experiences for its constituents. Balancing short-term actions and long-term impact to achieve targeted social and economic development goals has become the most effective approach for governments moving forward. From insight to deployment, Peppers & Rogers Group services for the Public Sector constitute an integrated value chain.

Peppers & Rogers Group has developed state-of-the-art, constituent-specific strategies and citizen-centric management tools for the public sector. The goal: use public sources more effectively to build targeted development environments.

The Customer-Centric Journey for the Public Sector



Peppers & Rogers Group unites local knowledge with global experience and best practices for Citizen-Centric and Social Transformations. Our team of experts has developed and applied state-of-the-art, constituent-specific strategies and citizen-centric management tools and techniques for the public sector. The goal: use public sources more effectively to build targeted development environments. The unique approach of the Peppers & Rogers Group Government Practice includes:

■ Constituent Segmentation to drive adoption

Bridging the gap between high-level strategies and front-line planning and execution is typically the top challenge faced by government entities when launching new initiatives. Peppers & Rogers Group's unique approach maximizes initiative adoption and success by customizing strategies and defining actions for each constituent segment based on their specific needs and expectations.

■ Constituent Insight to enable efficiencies

Defining the range of services to be delivered to the public by a government entity requires a sound understanding of the needs and expectations of its customers (citizens) and stakeholders. Peppers & Rogers Group delivers a detailed stakeholder analysis and segmentation of the constituent base to provide these insights. The methodology also includes a comprehensive delivery channel management strategy that allows government entities to deliver these services in an increasingly cost-effective manner while maximizing customer satisfaction.

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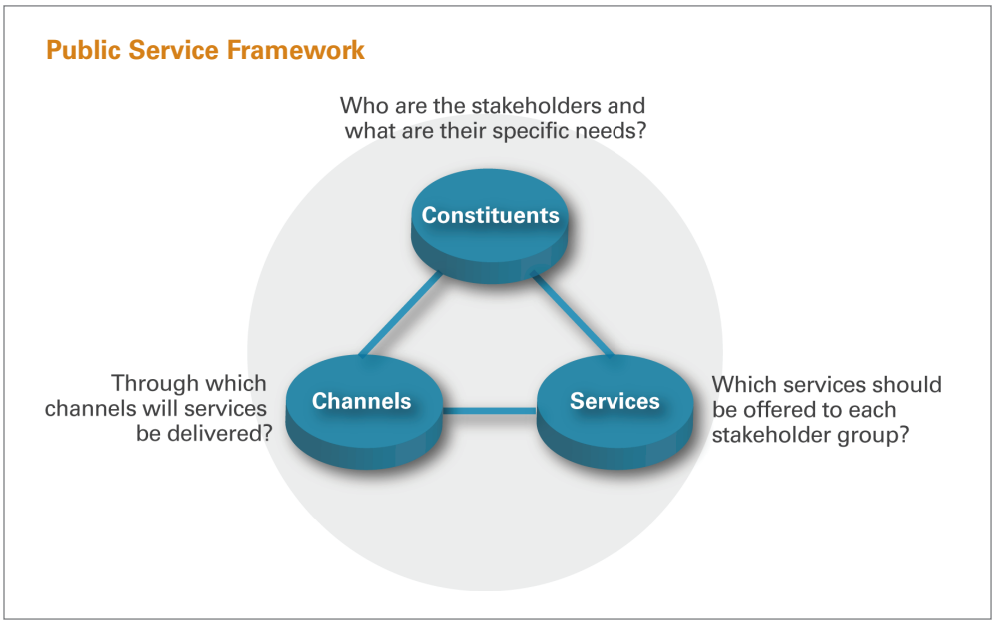

Peppers & Rogers Group's customer-focused approach allows governments around the world to manage and ensure an exceptional experience for their constituents while receiving public services.

Constituent Experience Management to drives satisfaction and trust

Peppers & Rogers Group's customer-focused approach allows governments around the world to manage and ensure an exceptional experience for their constituents while receiving public services. Beyond traditional cost/efficiency optimization, Constituent Experience Management directly impacts the satisfaction of the public and overall trust and perception on the government.

Toolkits and frameworks to launch new government authorities, agencies or other entities

Peppers & Rogers Group bridges the gap between strategic objectives and tactical execution by developing comprehensive toolkits for new entities. This includes a detailed operational model, phased enabler requirements and a comprehensive implementation check-list.

Strategic Communication Management frameworks to improve citizen perception

Peppers & Rogers Group's unique approach for strategic communication management is based on proactive tactical and strategic communications (as opposed to information only), organized along the policy-making cycle. The framework allows governments to gather structured feedback and engage the public in policy decisions.

Assessment and Measurement to informs the policy-making cycle

Peppers & Rogers Group's customized approach for assessing government policies — supported by multiple types of quantitative and qualitative analysis — is based on three dimensions: the achievements (aligned to the objectives), the effectiveness of the execution and industry benchmarks. Understanding the effectiveness and efficiency of government policies is a critical step in the policy-making cycle.

For more information on how Peppers & Rogers Group can help you with a Constituent-Centric Approach in the Public Sector, visit: www.peppersandrogersgroup.com

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