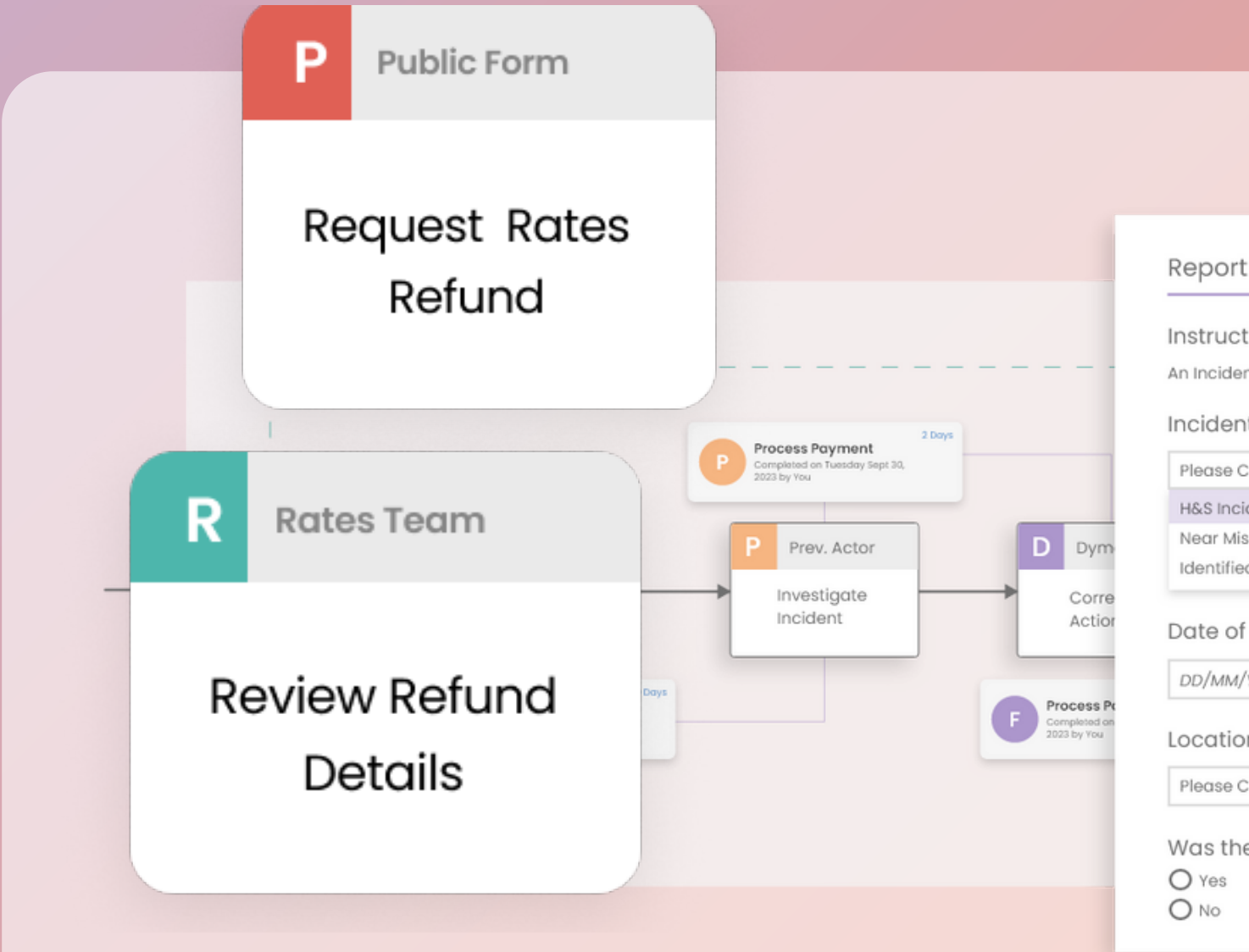# How Councils Can Deliver Modern Customer Experiences with Flowingly

In this eBook, we explore how councils and local government authorities can leverage Flowingly to streamline ops and deliver exceptional customer experiences in the digital age.

Why Modernise CX?

Delivering modern CX is not an easy task. It requires councils to have clear processes, efficient workflows and effective communication. It also requires councils to leverage technology to automate repetitive tasks, streamline approvals, reduce errors and enhance visibility.

That's where Flowingly comes in. Flowingly is a process mapping and automation software that helps councils design, deploy and improve their automations in as little as 3 hours. Flowingly also provides a visual tool to document, design and optimise your processes and a centralised governance platform to maintain oversight, compliance and control.

Consider a scenario where a ratepayer, accustomed to the convenience of online transactions, faces frustration when dealing with the manual processes of a local government office. Long queues, paper forms, and manual approvals create a stark contrast to the streamlined experiences customers have grown accustomed to in other areas of their lives.

Reduce Processing Time

By automating repetitive tasks such as data entry, approval requests or notifications, councils can reduce the time it takes to complete each process step.

Reduce Admin Workload

By automating tasks that require human input such as data collection or verification, councils can reduce the amount of paper work involved in each process step.

Improve Visibility

By using process mapping tools such as Flowingly, teams can gain visibility over who's doing what, where tasks are at, and what outcomes are achieved. This helps them monitor performance, identify issues, and make informed decisions.

Improve Communication

Users can communicate more effectively with their customers and other staff by adding automated emails and reminders to workflows. They can send timely notifications, reminders, or updates on each process step.

In another scenario, a local government struggles to keep up with the increasing volume of service requests due to outdated processes. This not only hampers efficiency but also jeopardises the quality of services delivered to ratepayers.

But How?

Embrace Digital Transformation

Local government teams can leverage automation to digitise and streamline cumbersome processes. With tools like Flowingly, routine tasks, approvals, and service requests can be automated, reducing manual intervention, minimising processing times, and ensuring consistency in service delivery.

By embracing automation, local governments enhance operational efficiency and offer ratepayers the convenience of quick and seamless interactions with government services.

Improve Customer Engagement

Integrating Flowingly's collaborative features can foster communication within and between government departments, ensuring that ratepayers receive timely updates and responses.

Embracing digital channels improves customer engagement and demonstrates a commitment to meeting ratepayers where they are in the digital landscape.

Foster Collaborative Workflows

Modern customer experiences thrive on seamless and integrated services. Flowingly's features enable teams to work together seamlessly, breaking down silos and ensuring a cohesive approach to service delivery. By facilitating interdepartmental collaboration, they can eliminate redundancies, reduce response times, and provide ratepayers with a unified and consistent experience. The emphasis on collaboration not only improves operational efficiency but also contributes to a more holistic and customer-centric service ecosystem.

Map and automate processes at the speed your business needs

Get a demo

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> Automation for us is like live process mapping. We're changing what we do in real-time, rather than creating some aspirational idea of what we should be doing.

Jemma Dillon,
Business Analyst
Glenelg Shire Council

What processes should councils automate?

There are many processes that councils perform on a daily basis that could benefit from automation. However, not all processes are equally important or suitable for automation. Some factors that could help you decide which processes need to be automated include:

How often does the process occur?

The more frequently a process occurs, the greater the potential benefits of automation. This ensures that resources are efficiently allocated to tasks that truly warrant human intervention, optimising overall efficiency within the council.

Consider the process of handling public inquiries, which happens on a daily basis. Automating the initial response system with Flowingly forms and automated emails can significantly enhance response time and free up staff for more complex matters.

How complex is the process?

The complexity of a process is another crucial factor in determining its suitability for automation. Think of processes that involve multiple steps and coordination with various stakeholders.

In the case of building permit approvals, automating the collection of documents and communication with contractors or inspectors can significantly reduce the likelihood of errors and ensure a smoother, more transparent process.

How much impact does the process have?

The impact of a process on both customers and staff is a critical consideration for automation. Processes that directly affect the well-being of residents or the efficiency of internal operations are prime candidates for automation.

Automating the application and approval process for parking permits not only expedites the service for residents but also reduces the workload for staff. This ensures a positive impact on both sides and allows the council to allocate resources strategically to enhance overall service quality.

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> Flowingly acts as a pre-flight checklist for our complex rates processes. It's there to make sure our often-over-stressed human brains don't forget something.

Kristen Scoble,
Senior Rates Officer @UHCC