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3 Simple Steps to Improve Digital Government.

COMMENTARY | A customer-centric approach to digital government can help agencies connect more individuals and families with critical services and strengthen the bonds of trust between government and those they serve.

The pandemic accelerated the growth of digital government, bringing health care, education and even court services online. For many people, though, digital interactions with state and local agencies remain low.

A [recent survey](#) conducted by the Deloitte Center for Government Insights found that most people in America still choose to interact with government in analog modes, including through call centers and in-person visits. In fact, just 23% of respondents said they regularly use digital channels to interact with government agencies, citing obstacles and challenges they've experienced when trying to access online services. At the same time, the survey identified several opportunities for agencies to make digital government services more attractive to constituents.

Barriers to Adoption and Reasons for Optimism

The survey found several reasons why digital government isn't yet widely adopted, including:

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Route Fifty

By Michele Causey,
Managing director, Deloitte Consulting LLP

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