

Digital government: Great expectations, untapped potential

Expectations are rising—fast.

High performance. Delivered.



When Accenture surveyed US citizens in 2014 to assess their views of digital government, nearly three-quarters (73 percent) indicated that they hold government to the same, or higher, standard as their commercial providers. In the follow-up survey—just two years later—the percentage surged to 85 percent.

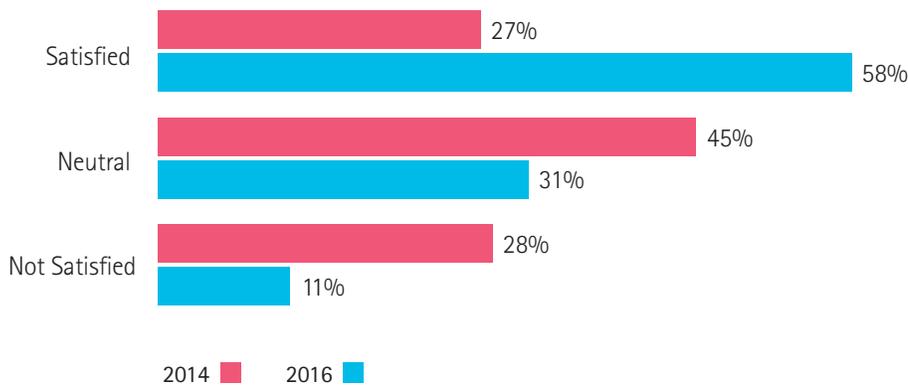


Citizens expecting the same or higher quality from government digital services as they do from commercial organizations

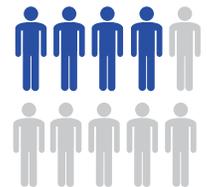


While satisfaction is up, there's still room to improve.

Citizens' satisfaction with digital services from government



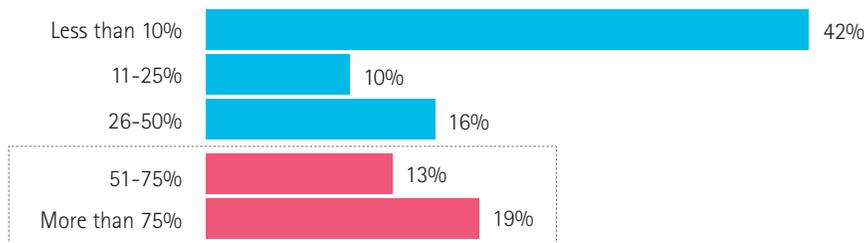
4 in 10 citizens are still not satisfied.



Most interactions are still "analog."

Telephone, in person and regular mail are still the dominant channels for citizen-government interactions.

Citizens' digital interactions with city or state government



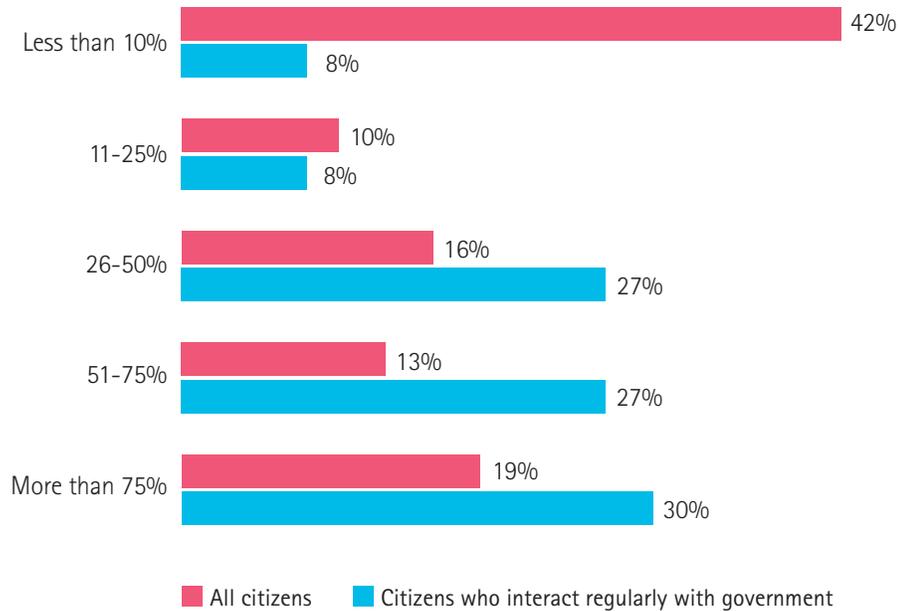
Only 32% of citizens reported that more than half of their interactions are digital.



"Frequent fliers" tend to be more digital.

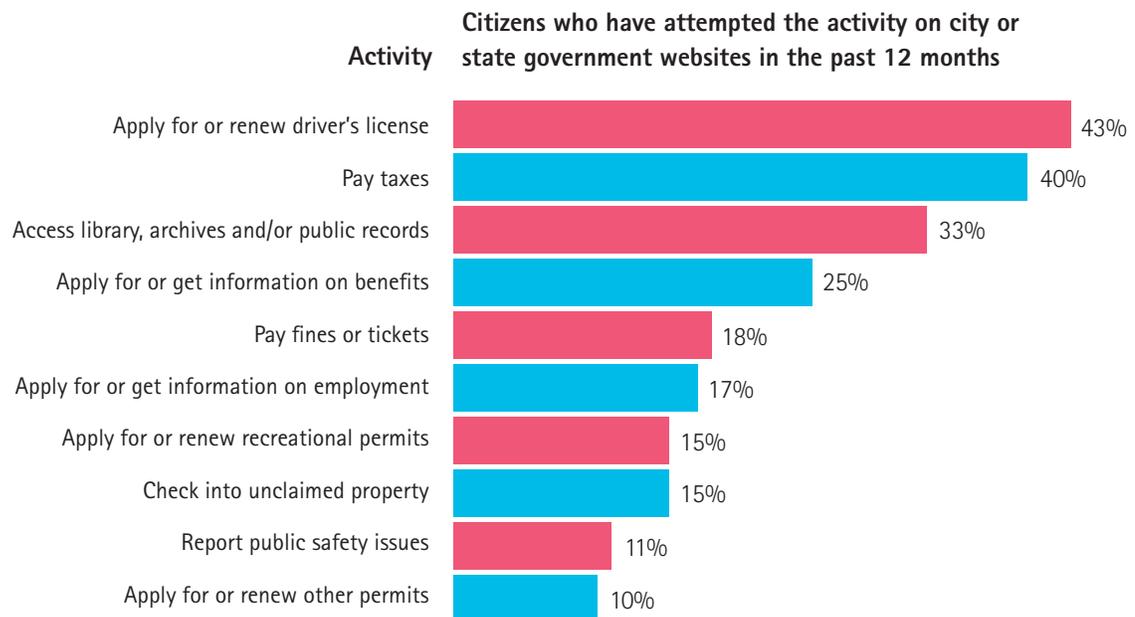
Interestingly, citizens who interact regularly with government report more digital interaction.

Digital interactions



Use of specific digital government services is limited to moderate.

Even the most popular services are used by just four in 10 citizens. Most services show significant opportunity to increase digital uptake.

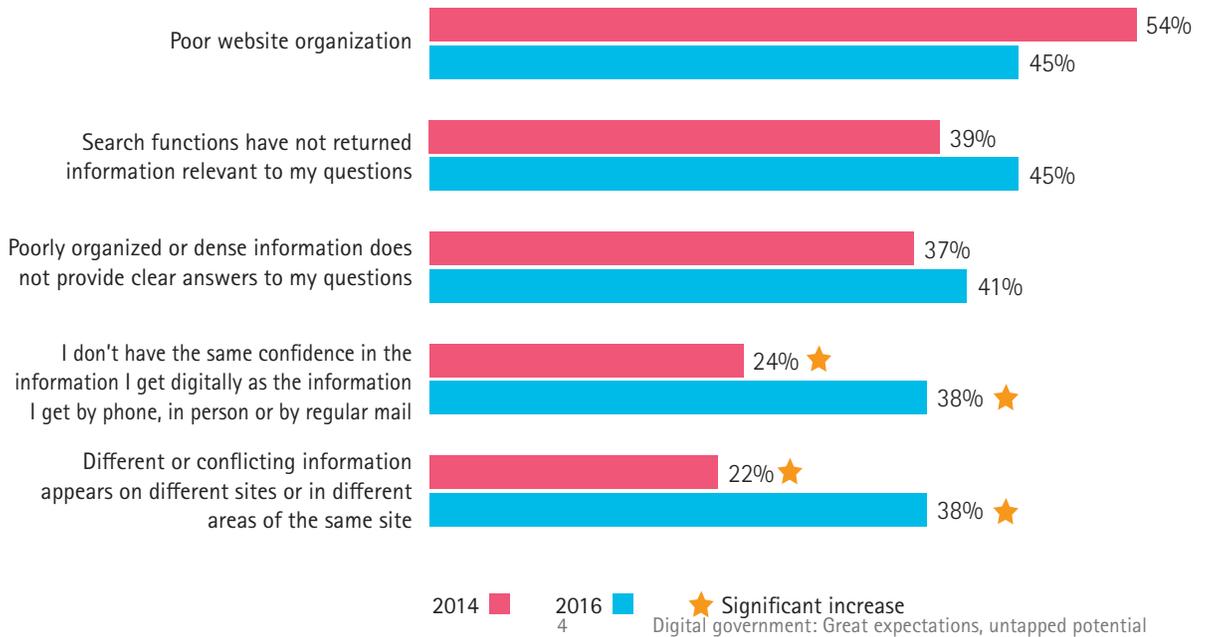




What's in the way?

Many of the obstacles that citizens identified in 2014 have persisted—with some alarming increases in certain barriers.

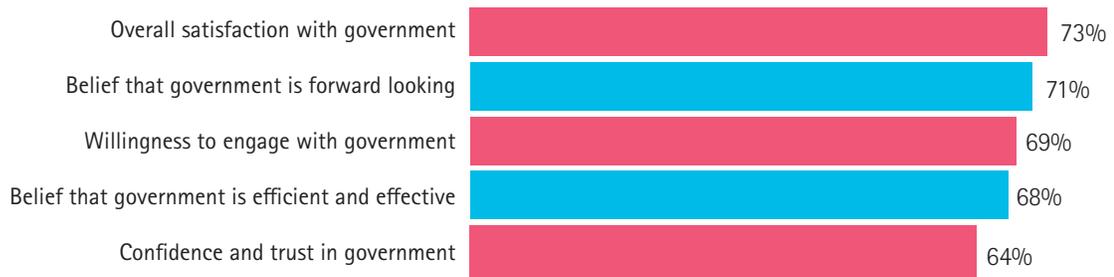
Most significant obstacles encountered when using digital government services



The digital difference

One thing stayed the same from 2014 to 2016: Citizens made it clear that digital services is an area where government can positively impact their views.

Improving digital government services would positively change citizens':



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