



GOVERNMENT QUICK GUIDE

# **Buying New Software Is Only Half the Battle:**

How to Successfully Roll  
Out New Digital Services

We are  
entering a  
new phase of  
government  
modernization.



## PHASE 1

Looking back, Phase 1 focused on **systems** and establishing a strong foundation by investing in digitization. This phase was aimed at driving lower costs and greater efficiency by modernizing workflows.

## PHASE 2

Currently, Phase 2 prioritizes the **user experience** and adopting technologies to facilitate better interaction between businesses, constituents, and the agencies that serve them.

## PHASE 3

As we look ahead to Phase 3, we see broader platform adoption **driving insights and decisions based on improved data** across governments and integrating various systems and platforms to create a cohesive and efficient technology ecosystem.

But to get to Phase 3, governments first need greater adoption of existing solutions by users (local businesses and constituents), and for those solutions to enable data to move seamlessly between tasks, roles, and departments.

This means the success of technology investments hinges on the most uncertain factor: the human element. Success is far from certain with up to 75% of new projects failing due to incomplete adoption.

This quick guide was designed to help agencies navigate the complexities of software adoption to ensure projects deliver on their promises and bring real value to the community.



# The Value of Offering a Portal

The best opportunities to invest in digital services lie in essential processes that businesses and constituents access regularly, such as public records access, business licensing, and tax filing.

Online portals offer significant value by streamlining filing and payments, reducing staff workload, minimizing errors, and improving efficiency. Automation enhances compliance, saving time and cutting costs by eliminating manual data entry.

The financial benefits of implementing an online portal are equally compelling. Automating tax filings can save jurisdictions an average of **77.3 hours per month on manual data entry**, allowing staff to focus on higher-impact activities.

Improved compliance and more efficient processing through the portal can also lead to increased revenue collection, as demonstrated by significant revenue gains in jurisdictions that have adopted such systems.

Furthermore, [cloud solutions](#) reduce IT costs, improve data integration, and support advanced analytics to drive smarter decisions and greater operational efficiency.



# Best Practices to Ensure Success

## Prepare Staff for the New System Rollout

Before planning the *external* launch of a new system for the community, it is essential to engage with staff *internally*, particularly when the changes directly impact their work.

Involving employees early in the implementation process helps ensure a smoother transition. Addressing concerns proactively leads to better collaboration and less resistance.

## Communicate the Change Early and Often

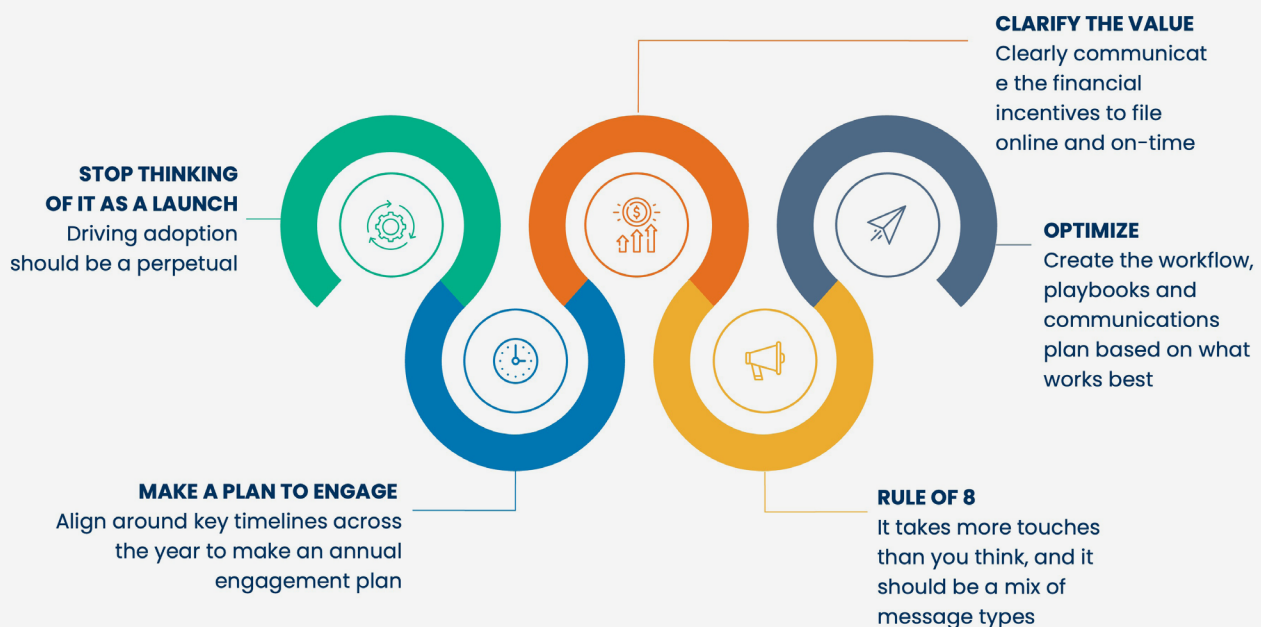
Like all behavioral change, gaining public adoption of a new digital service starts with effective communication. Agencies must endeavor to ensure the community is aware of the changes and understand the value to them of adopting a new portal and process. Driving adoption should be perpetual so be sure to make a plan to engage regularly throughout the year.

## Invest in the User Experience

Of course, the system must be simple and user friendly to avoid the dreaded falloff risk. Most people will not go back to a platform that has failed them on first attempt. By offering a portal that is intuitive and easy to use, governments have a higher chance of success from the onset. At a high level, this means offering:

- 24/7 access
- Web-based and mobile responsiveness
- Ability to quickly view open tasks/action items

## Business Owner Engagement



## Post-Go Live Adoption Hacks

After communications and a clear path to success with the portal, what agencies need to deploy to ensure success are some behavioral science tricks.

For example, to support a paperless process and push all users to the portal:

- ✓ Remove printable forms from your website and instead provide clear instructions for navigating to the portal and completing tasks online.
- ✓ Remove paper forms from the office. If people visit in person, invite them to sign in and complete the process at a laptop or kiosk that's set up at your service desk.
- ✓ Train staff to instruct users via phone or in person about logging in to the platform via their mobile device or the in-office laptop/kiosk.
- ✓ Consider a discounted rate or some other financial incentive to file online since it reduces the time and work for staff and ensures that all key information are captured accurately the first time. For example, some cities offer cash back for online filings.
- ✓ Set forms to default to email communications/paperless communications.



### REAL WORLD SUCCESS STORY:

#### Okaloosa County, FL

With a focus on online filings, the County achieved a **98% online filing rate** for their Tourist Development Tax, significantly reducing paperwork.



Click or scan to learn more.



## Modernizing the Business of Government

GovOS is a leading provider of transaction and compliance software for state and local governments to streamline property, licensing, and tax interactions with businesses and constituents. Headquartered in Austin, Texas, GovOS serves more than 700 government agencies across the United States. With the company's secure suite of cloud-based solutions, governments can maximize revenue, increase compliance, reduce costs, and meet constituent demand for modern, self-service transaction and payment services.

