
Building a **modern** **government experience**

How redefining the citizen
experience can optimize
existing back-office systems



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Separating the citizen experience from the back-office system of record is the first step in modernization

Upgrading IT infrastructure, back-office systems and user experiences are at heart of most conversations surrounding the modernization of state and local governments. One of the biggest challenges agencies are facing is choosing between modernizing their citizen-facing experience or replacing back-office systems of record (SOR) that support citizen and agency data. The ease of the front-end user experience is often the deciding factor of a citizen paying their bills or interacting with government services online versus visiting their local office—or in some cases, not doing anything at all. Unfortunately, the supporting back-office systems are often decades old, costly to upgrade and restrict the digital experience that can be provided to citizens.

As agencies wait for much-needed funding and resources to improve their IT infrastructure, there is still an immediate need to address the accessibility of their current online services and payment systems. Through partnerships with private-sector SaaS companies, agencies can separate the citizen experience from the back-office system of record to not only provide user-friendly web and mobile experiences for their

citizens, but also automate their workflows to increase efficiency and streamline operations.

This approach allows governments to prioritize multiple modernization efforts simultaneously. With record numbers of people turning to online channels to interact and transact with local and state governments, reimagining the front-end experience provides immediate and visible value to citizens. In parallel, strategically building and implementing a back-office upgrade behind-the-scenes can, when ready, seamlessly integrate into the already-modernized citizen experience.

Modern front-end experience can be obtained regardless of the system of record in place. This is where the benefits of a SaaS model specifically developed for government are realized.

Explore how PayIt's digital government and payments platform can:

- Automate any government workflow and their associated payments
- Integrate into any back-office system
- Give citizens a consumer-grade experience
- Provide detailed transaction reporting



An improved front-end experience begins with workflow automation and open integrations

Citizens interact with workflows dozens, if not hundreds, of times during the course of their daily lives. Whether it's ordering groceries online, checking emails, requesting a Lyft or paying a utility bill, interactive workflows guide and automate almost any digital experience people have. What separates a great experience from a negative one is how the workflow is presented to the end user and, most importantly, how easy it is to complete their task.

This is why decoupling the front-end experience from the back-office is critical for effective government service delivery. In most cases, the front-end experience was an add-on to the back-office system. Understandably, the emphasis from these IT back-office providers was data storage and security, and not the presentment of this data to the end user or their customer journey.

Many of the negative sentiments constituents have stem from these experiences not being mobile-friendly and often requiring them to input the same information over and over again—such as asking if they're over a certain age and then later asking them to add their date of birth. PayIt takes a more conversational approach to information collection with an easy-to-understand Q&A chat-like format. Through configurable business rules, PayIt ensures that citizens input all of the necessary data required to complete a transaction or interaction, and in a format that will be recognized by the agency's systems of record.

Using this layer of simplification between the back-office system and the end user also allows agencies to present valuable reference data—such as a parcel number, address, license plate number or parking ticket due date—in easy-to-consume and prominent ways. This is all made possible through open integrations with existing systems of record.

The scalability and flexibility of this approach also allows multiple agencies and services to live within one digital government ecosystem. Through a partnership with PayIt, the City of St. Louis launched their front-end experience payitSt.Louis in 2016, which has gone on to collect over \$150 million in vital revenue for the city.



AGENCIES WITHIN THE PLATFORM

Collector of Revenue's Office
City Municipal Court
Recorder of Deeds Office
License Collector's Office

SCALING AND GROWING WITH PAYIT

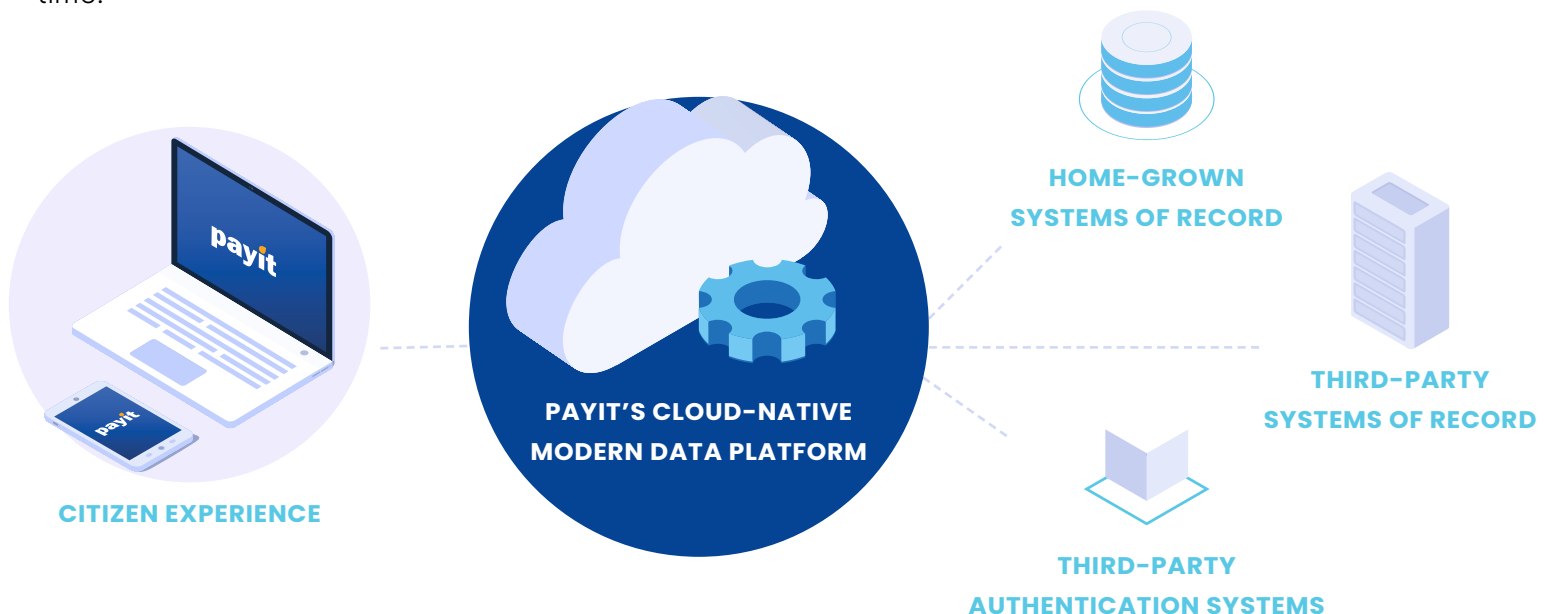
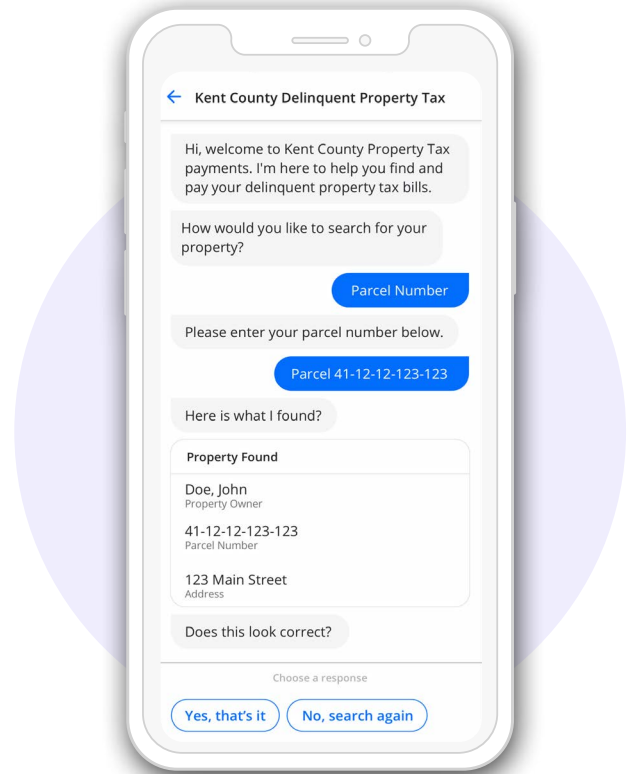
- Utility & property tax payments launched in 2016
- Municipal citation payments added in 2018
- Online ACH processing added in 2019
- Earnings tax payments added in 2020
- Marriage licensing added in 2020
- IVR phone payment system added in 2020
- Business license renewals added in 2021



A layer of user accessibility that sits between agency back-office systems and constituents

Often, each back-office system of record would have its own front-end experience. For governments, this means their citizens must interact with multiple different experiences to pay their bills, upload documents or schedule an appointment. The siloed nature of many of these interactions is a pain point not just for citizens, but government offices as well. At any given time, these systems of records could have conflicting or incorrect information, since there is no overarching technology communicating changes across all of these databases.

PayIt's cloud-native modern data platform sits atop government agency databases, allowing citizens to interact with a single interface. The platform then communicates and updates the necessary back-office systems, and if done via API, in real-time.





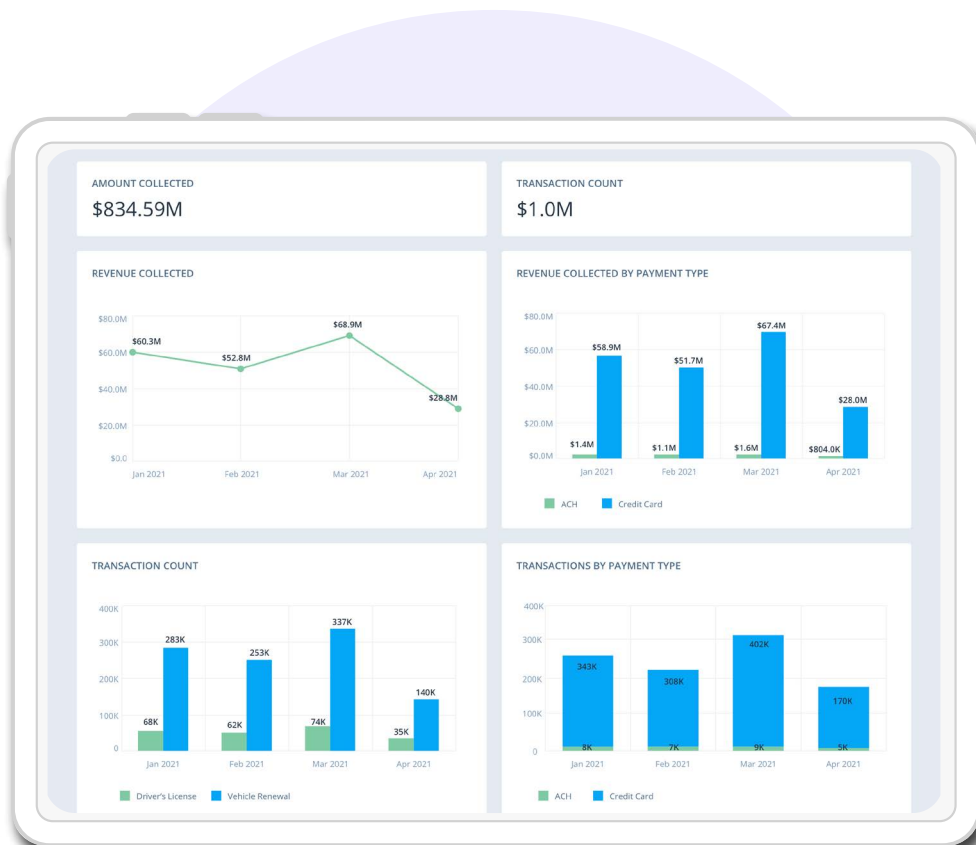
Access to real-time transaction and citizen engagement data in PayIt's administrative tool

Legacy back-office system reporting and administrative capabilities are historically restricted due to a lack of data sharing capabilities. Transaction reporting and citizen engagement insights improve when unified through a modern data platform and citizen experience.

PayIt offers governments access to an administrative tool filled with the transaction data and business insights that are critical to building a true consumer-grade user experience.

Government workers are able to view:

- Revenue collection and transaction data
- Transactions by service (taxes, utilities, etc.)
- Payment channel that constituents use (Online, IVR, POS, etc.)
- Devices that citizens are using for online payments (desktop, mobile, Apple app, etc.)
- Upcoming payments
- Enrollment statuses for eBilling and payment plans





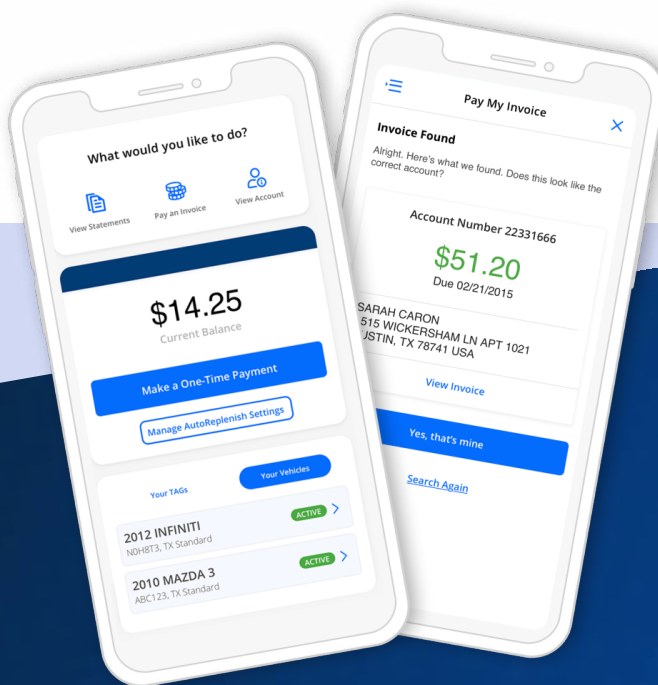
PayIt's SaaS business model empowers governments to move quickly and provide a citizen-centered experience

As governments are inching closer to billions of dollars in infrastructure funding, there are still immediate steps that can be taken. Prioritizing the citizen experience is critical for state and local governments. The desire for simple, transparent and mobile-friendly government interactions has skyrocketed since the onset of the pandemic. With PayIt, governments can separate the user experience from the back-office systems of record to meet the growing expectations of their citizens.

Being able to deliver digital services more effectively and efficiently means faster time to revenue, immediate decreases in manual processes and an improved citizen experience.

PayIt's no-code, SaaS business model allows agencies to launch in as little as 90 days, accelerating modernization efforts. This flexibility allows governments to prioritize the needs of their citizens first, then move to a lengthier back-office upgrade. PayIt offers governments the best technology available today, along with the innovations of tomorrow.

- A single experience available on any internet or data-enabled device
- A single citizen profile with alerts and document storage
- A scalable business model that allows for new services to rapidly be deployed
- Ongoing product and feature updates at no cost



Want to see it in action? PayIt has a team of local and state government experts that can walk your agency through the platform and available services. From there, we will discuss a solution that solves for your unique business challenges.

See the platform in action >