SERVOS | Work Smarter

Case Study

Reimagining Unemployment Assitance by Putting the Citizen Experience First

ServosGov and the State of South Dakota

South Dakota

OUR CLIENT

Department of Labor and Regulation Reemployment Assistance Program, South Dakota

The South Dakota Department of Labor & Regulation (DLR) supports both citizens and businesses through many programs focused on workforce development and employment, including administration of the state's unemployment benefits program. As a part of the state's Digital Citizen Services initiative and with the support of the Governor's office, **Servos** helped DLR reach their goal of providing a clear, easy-to-follow way for citizens to apply for unemployment benefits and communicate with DLR staff for their Reemployment Assistance Program.

OUR PROCESS

Work Smarter Methodology

With a 'human first' approach to consulting, we implement a highly agile framework which drives our approach to client work in a specified timeframe to focus on the client's needs. Here are some of the challenges we focused on for South Dakota:

1 Existing online application system left citizens frustrated with an outdated interface that was difficult to locate and difficult to complete.

2 Limited or non-existent accessibility made applying for benefits extremely difficult or even impossible for citizens with disabilities or with limited internet accessibility.

3 The current system lacked an auto-fill feature that allowed for time saving tactics that would auto-fill citizen-specific information.

4 With no dedicated feature to help prevent fraud, the State stood to potentially lose hundreds of thousands of dollars a year in fraudulent claims.

SOLUTIONS IMPLEMENTED

DYNAMIC PRESENTATION
The Citizen Portal offers a better experience for the end user with a dynamic presentation that serves up information based on the citizen's previous answers.

INCREASED ACCESSIBILITY
The Citizen Portal allows a virtual agent to submit a claim for a citizen. Draft capabilities with 'save' features let the citizen save as they go, thus lessening stress during the process.

AUTO POPULATION
Site functionality to auto-populate previous information the State has on-hand, such as previous employers and citizen address information, to save time and limit frustration.

FRAUD PREVENTION
Flags are created if there are attempts to adjust user history. For instance, there will be a flag if employment history is altered or edited, helping to reduce user error.

THE NEW CITIZEN PORTAL GUIDES USERS THROUGH COMPLEX, MULTI-STEP PROCESSES AND OFFERS QUICK LINKS FOR COMMON NEEDS AS THEY MOVE THROUGH THE SUBMISSION PROCESS.

ACCESS ANYTIME FROM ANY DEVICE WITHOUT FRUSTRATION

Users are now able to securely access the site by desktop or smartphone, allowing for increased opportunity to reach the citizens of South Dakota.
The responsive, optimized experience allows for services anywhere.
It also ensures a secure connection for staff and citizens alike with single sign-on integration.

WHY SERVOS?

"We had a specific plan for the Department of Labor and Regulation Reemployment Assistance site with a clear priority for the citizen experience. Servos was just the partner we needed because of their expertise on the ServiceNow platform and with State and Local Government."

Andrew Szilvasi, Technology Development Director
South Dakota Department of Labor and Regulation

The Result: Enhanced Site Security with a 21st Century Experience

The ServiceNow platform ensures timely system updates and eliminates the potential to have the site crash. The South Dakota Department of Labor & Regulation now has a site that is exceedingly secure and stable, while allowing for a 21st century citizen *and* agent experience, all immediately accessible to the people of South Dakota.