



Accela Premium Citizen Experience

powered by
 OpenCities

Modern, Easy-to-Use Websites for Optimal Citizen Experience and Self-Service

Connecting the digital front door of OpenCities with the power of the Accela Civic Platform improves service delivery and efficiencies

Benefits

The combination of Accela and OpenCities provides agencies and their citizens the following:

- > Better content
- > Better collaboration
- > Better self-service
- > Better directories
- > Better search and discovery

All combined, citizens enjoy a consumer-like experience, have access to the services they need, 24 x 7, on any device of their choosing, and can search and discover all the information needed to get their requests and transactions processed quickly and efficiently.

Citizens visit websites with a specific purpose in mind – to find information, shop, fill out a form or complete a task. When they visit their state or local government agency website, they expect their online experience to be delivered in the same consumer-like fashion they are accustomed to – whether completing an application, making a payment, checking a project status, scheduling an inspection or conducting correspondence related to permits, licenses, services requests, or complaints.

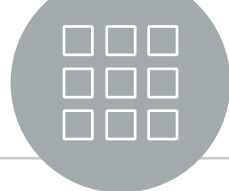
To help ensure a seamless digital engagement experience and increase citizen self-service across all of these functions, Accela partnered with OpenCities, a leader in citizen experience technologies. Together, we have created the **Accela Premium Citizen Experience powered by OpenCities**.

With this solution, agencies can easily manage their website in-house without the need for custom coding or vendor change-orders, for both department-specific sites and broad agency-wide websites. And non-technical staff can easily modify content too.

Shared Core Values

Accela and OpenCities understand that a government website should provide citizens with a consistent experience to:

- > Quickly and easily find the information they are looking for
- > Verify that they are in the right place on the site
- > Empower individuals to accomplish more online
- > Surprise and delight each resident and online visitor



Unify the Citizen Experience

The Accela Premium Citizen Experience ensures the same look and feel from all areas of your branded website is carried over into specific workflows for services. It delivers unique, seamless integration between government websites, forms, and transactional online services to unify and simplify the user experience for citizens.

Provide an Easy Path for Citizens

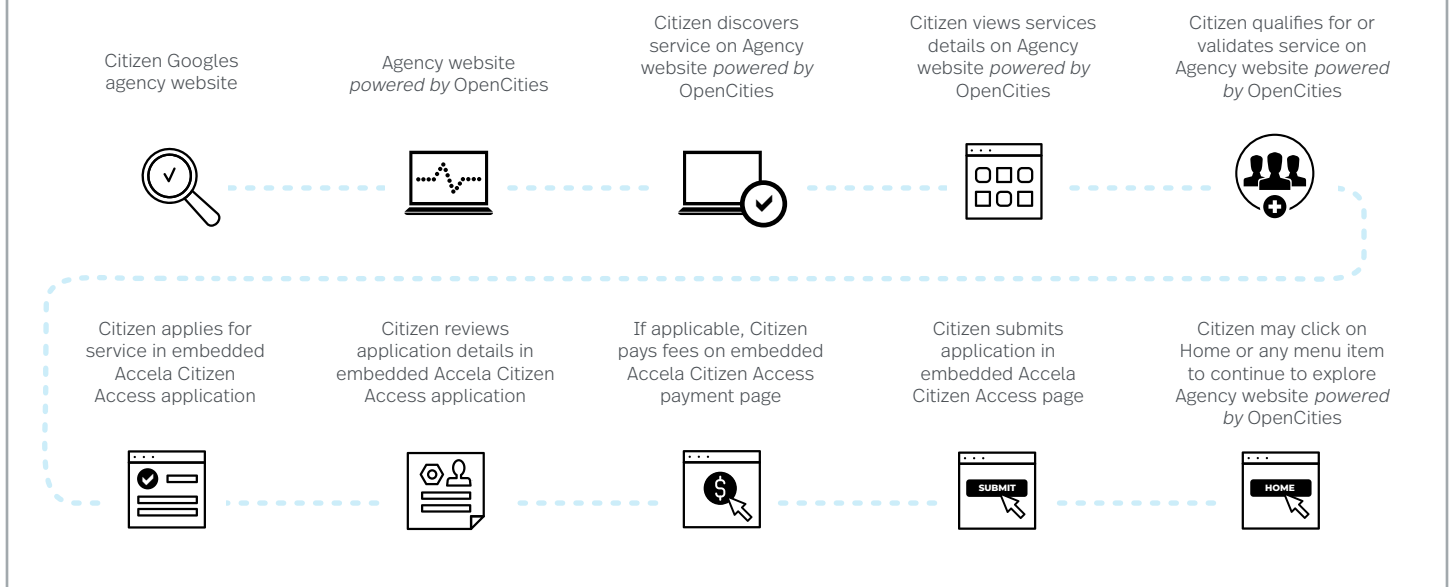
For citizens looking to process comprehensive applications and requests, Accela's Premium Citizen Experience *powered by* OpenCities provides a direct and fully integrated link between the OpenCities' intuitive front end - where the citizen can easily discover relevant information and guidance about online services - and Accela's Citizen Access technology for the required structured data. The integration is also filtering through to Accela's backend "system-of-record" to apply workflows, business logic and many other elements to automate the online service delivery.

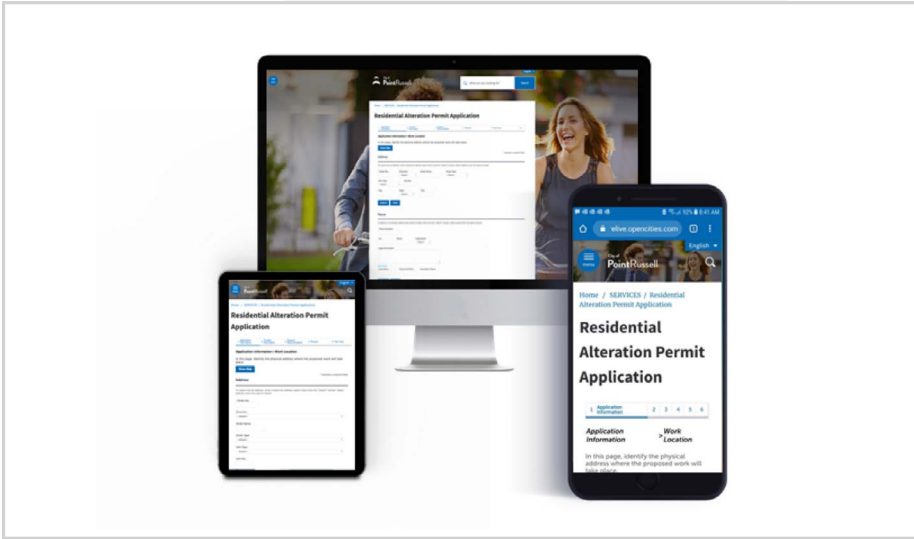
System Features for Government Agencies

- > **Publish once, present everywhere** – OpenCities reduces the effort and complexity of multi-channel communication by allowing agencies to create content once and easily share it across multiple platforms via content APIs.
- > **Unique and powerful API** – A private API, developed by Accela to provide the highest degree of reliability and support as it manages the integration layers for the Premium Citizen Experience *powered by* OpenCities.
- > **Offerings to meet the needs of agencies** – Customers can purchase Premium Citizen Experience *powered by* OpenCities for a full agency website, or for the specific requirements of individual departments.
- > **Easy to get started** – This solution is designed for quick onboarding, with a digital services academy, in-depth training, and easy to maintain by non-technical government staff.
- > **Actionable Insights** – OpenCities insight dashboards help agencies identify and remove online service bottlenecks, measure the impact of their digital transformation, and better track time & cost savings linked to customer self-service.
- > **Compliant and Responsive** – Premium Citizen Experience *powered by* OpenCities is forward compatible, has responsive design, and meets all ADA compliancy.

Accela Citizen Access & OpenCities: Full-website Integrated Workflow

Digital experience *built specifically* for citizen engagement





System Features for Citizens

- **Guiding citizens to the right process** – The information and communications capabilities flow directly to the process and data capture functions, ensuring citizens understand the requirements for their request, qualify themselves with that information, find the correct forms to use, and then engage a more in-depth, forms-based engagement knowing exactly what they need to complete it.

- **Seamless user interface** – From the moment that citizens interact with the agency site, they can seamlessly navigate to Accela Citizen Access within a consistent branded experience.

- **Predictive search** – Site search connects people to the information and relevant content they need, without requiring them to know the language of government or its departments.

- **Location content** – Transforms any location-based content into a map view that puts residents at the center. Residents can see their local events, parks, city facilities, works, projects, city initiatives, councilors, trash collection dates, and other content, based on their interests.

- **Personalized content** – The environment automatically curates specific news, events, projects and services a visitor might be interested in based on their browsing behavior, without wasting their time with potentially irrelevant content.

- **One-time data entry** – For citizens, the integration of the Premium Citizen Experience *powered by* OpenCities allows the data captured from the prequalifying questions to be utilized in the actual application processing, ensuring efficiency and speed for the applicant.

Please contact your Accela Account Executive for more information or to schedule a demonstration.

About Accela

Accela provides a market-leading platform of SaaS solutions that empower state and local governments to build thriving communities, attract and grow businesses, and deliver citizen services.

From planning, to building, to service request management and more, Accela's fast-to-implement Civic Applications, built on its robust and extensible Civic Platform, help agencies address specific needs today, while ensuring they are prepared for any emerging or complex challenges in the future.

Learn More

Visit www.accela.com or call us at (888) 722-2352

About OpenCities

Built with and for local governments, OpenCities provides the website and forms functionality modern agencies need to digitize each step of their customer journey.

With a code-free, drag & drop approach, OpenCities enables agencies of every size to create a world class digital experience, in a fraction of the time and effort of traditional web projects.

And as a SaaS platform that powers millions of resident interactions around the world, OpenCities leverages data to continually optimize your digital customer experience.

Learn More

Visit www.opencities.com