



**SOLUTION GUIDE**  
**Transforming the Government Customer Experience**  
Powered by POSSE WebUI



**COMPUTRONIX®**

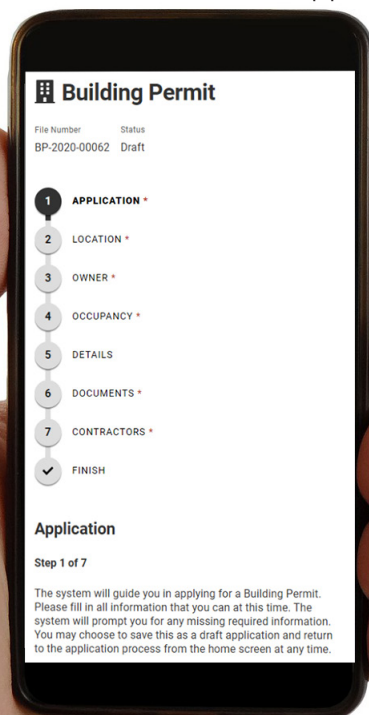
# What does a superior customer experience

For many, the phrase immediately evokes expectations of an end user transaction and/or information exchange, with most of these interactions increasingly taking place via self-service websites.

The reality however is such interactions typically represent one single milestone in a much longer customer journey, a journey that impacts both citizens and agencies across multiple touchpoints.

Potential touchpoints include the following:

- Citizen queries of publicly accessible data (data thus subject to potential cybersecurity attacks)
- Automation guided self-service resources for citizens facilitating everything from business licensing to development permits to scheduled inspections and more!
- Operationally optimized internal business processes that guide and ensure legislative and regulatory compliance through every conceivable service delivery touchpoint
- Automation guided collaborative processes that efficiently progress citizens, businesses and agency stakeholders through complex planning, review and approval requirements



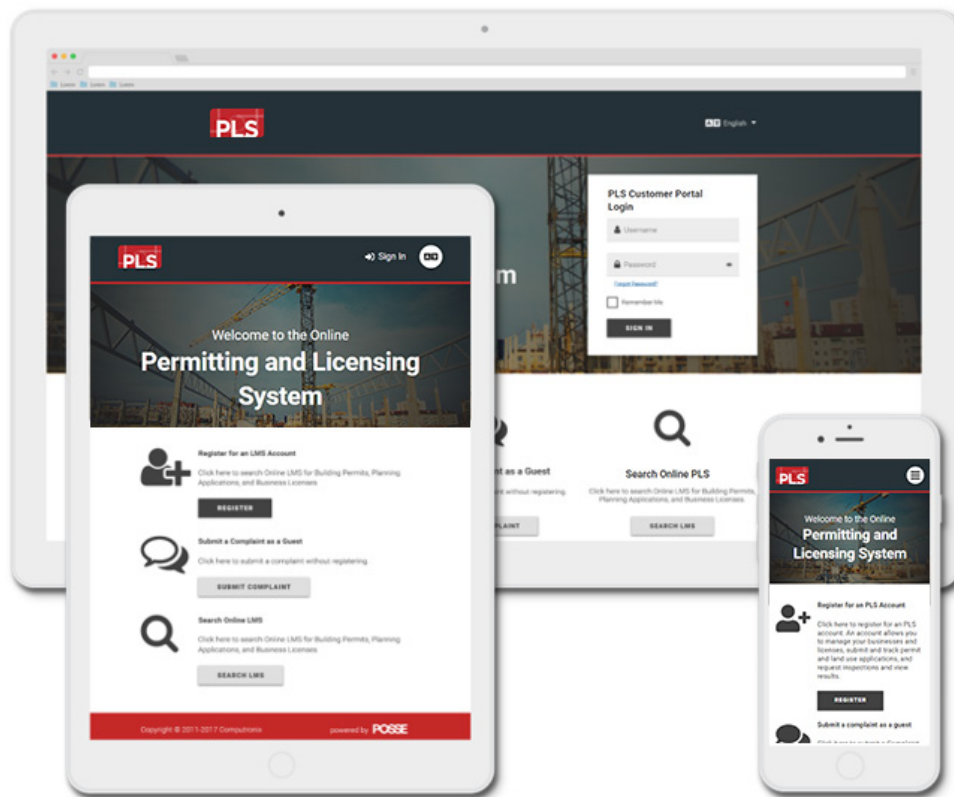
Citing the U.S. Digital Analytics Program, Jacob Parcell, Acting Director of GSA's Innovation Portfolio, said that 2019 is the first year that more than 50 percent of sessions on government websites were mobile users.

# ce look like from a citizen's perspective?

Make no mistake, for government agencies serving the modern, digitally demanding citizen; the ability to rapidly build and launch self-service websites is vital to the mission of delivering an effective customer experience.

However, such front-end transactions and information exchanges are but one facet of a more comprehensive solution requirement: one that meets the evolving self-service expectations of citizens while simultaneously aligning all agency stakeholders within an automation guided infrastructure equipped to facilitate superior customer experiences.

**This is where POSSE WebUI comes in.**



A powerful toolset for agile customer portal provision, **POSSE WebUI** empowers government agencies to leverage the award-winning workflow automation capabilities of the POSSE Platform, in addition to a suite of feature rich COTS+ solutions for land management, alcoholic beverage control, and enterprise licensing.

The result is a total product solution for elevating the quality of citizen self-service from internal business rules and workflow optimization through to external service delivery across all devices and customer touchpoints.

# What does an easy-to-build customer portal

**POSSE WebUI** empowers non-technical business users with no coding expertise to quickly and easily create winning webpages and customer experiences.

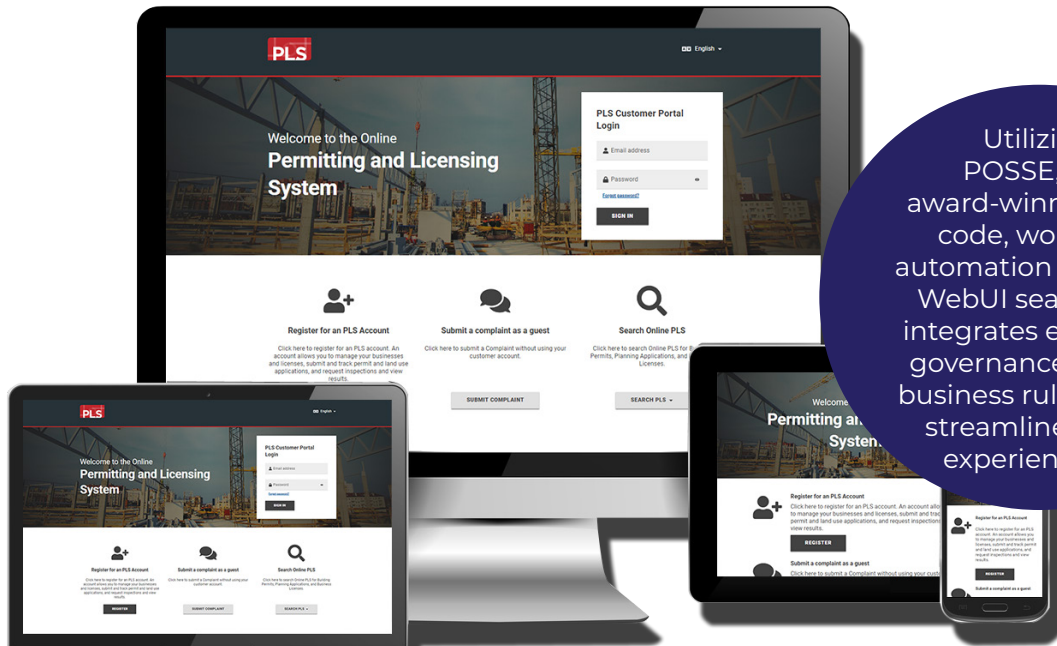
An initial template gallery, with usability principles based on Google's Material Design standards, provides the perfect foundation to start.

From there, business users can quickly customize each page layout specific to your customer experience needs, using the simple 'drag and drop' features of the POSSE WebUI Layout Painter.

Creating web responsive, mobile friendly interfaces is a snap with **POSSE WebUI**. Page designers can quickly design layouts for each device (mobile, tablet, desktop, widescreen) from the templates provided OR create an all new layout from scratch and then auto generate different form factors by simply dragging your new template onto the preferred device layout.

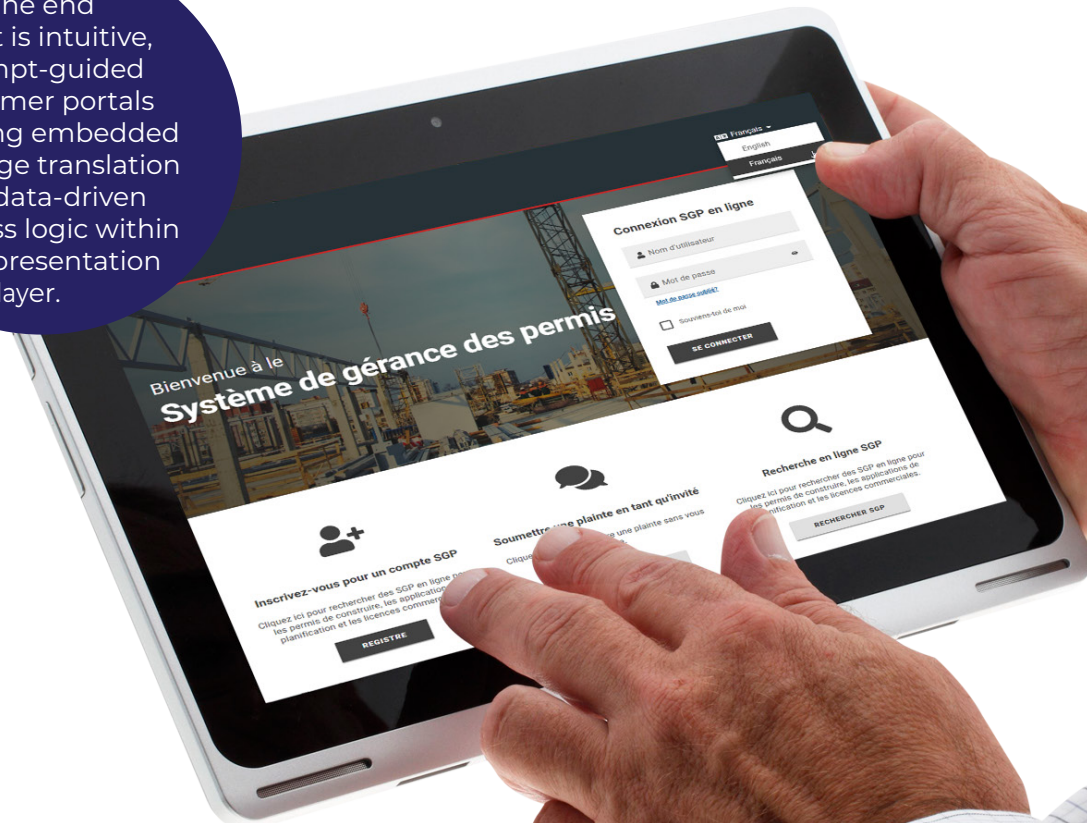


# look like from a page designer's perspective?



Utilizing POSSE, our award-winning, low code, workflow automation platform, WebUI seamlessly integrates error-free governance of your business rules within streamlined user experiences.

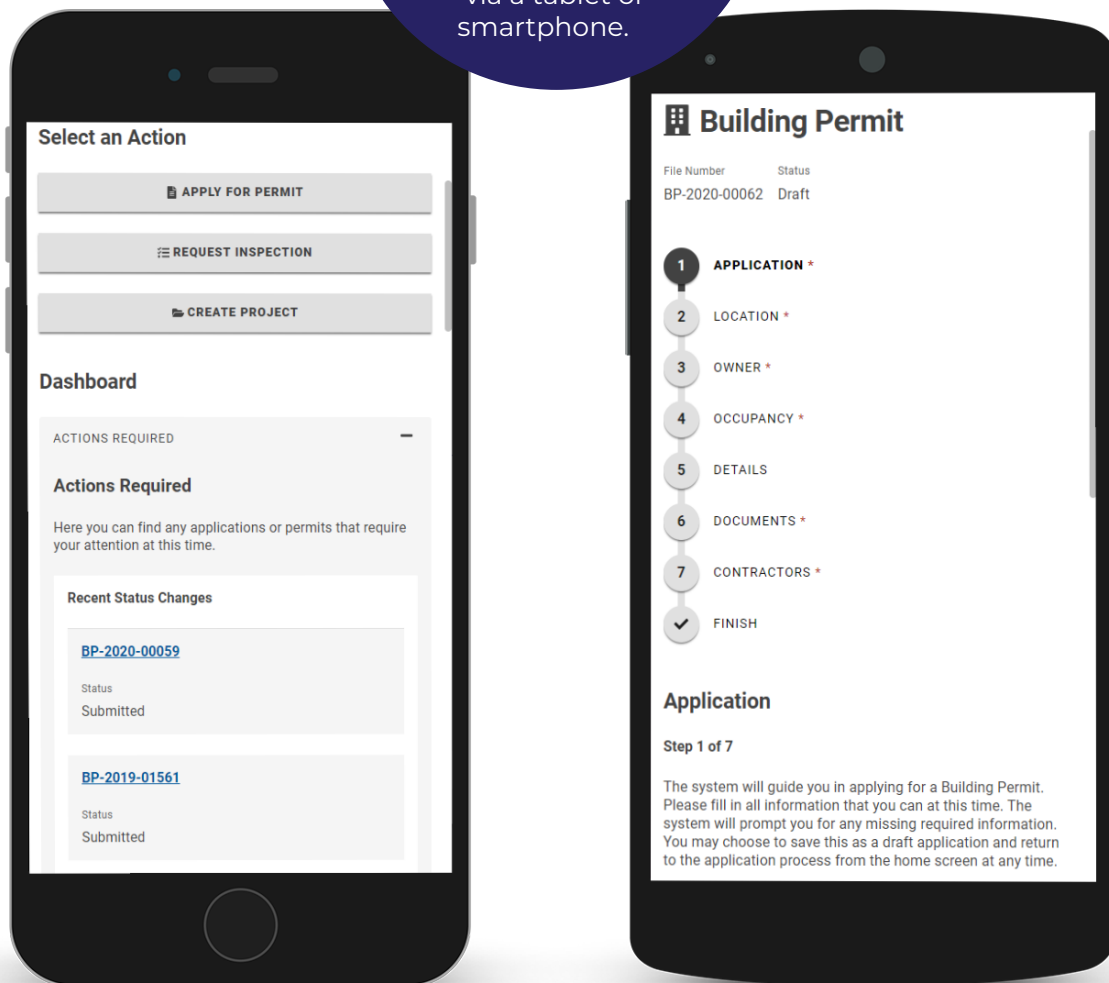
The end result is intuitive, prompt-guided customer portals featuring embedded language translation and data-driven business logic within each presentation layer.



# What does an intuitive, familiar feeling interf

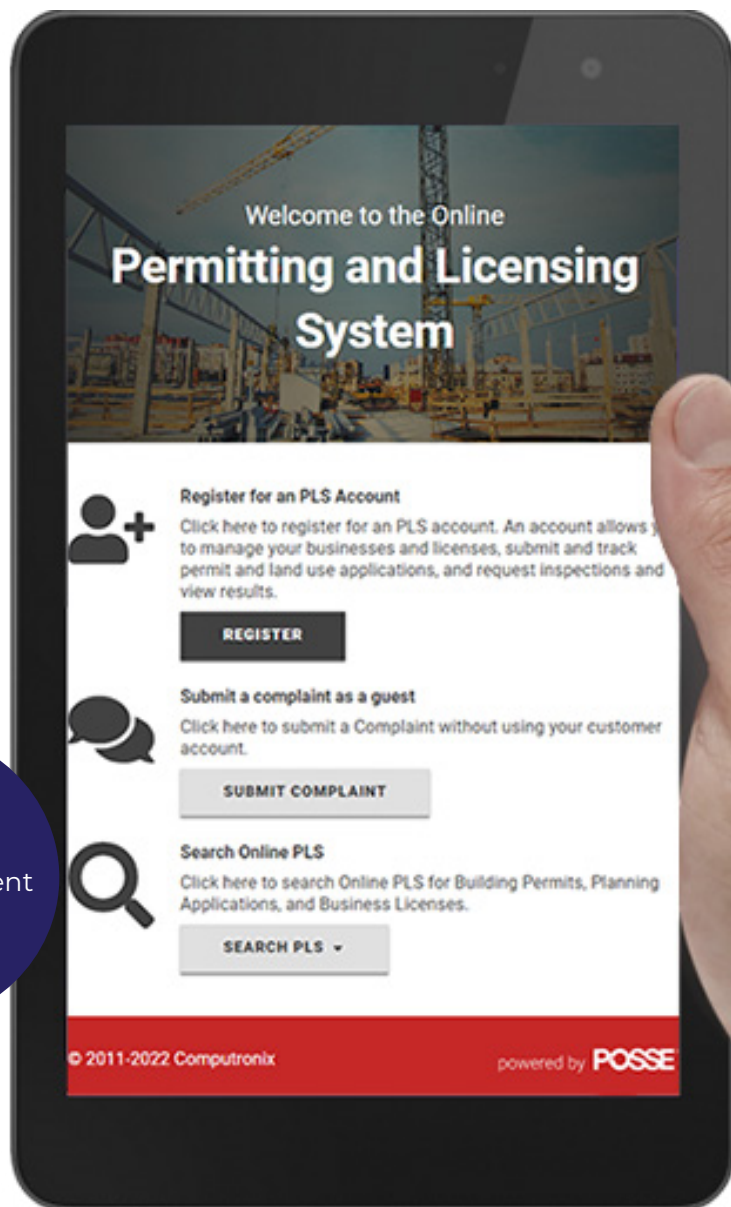
Leveraging the React JS framework popularized by Facebook, **POSSE WebUI** delivers familiar user experiences that naturally flow the end user from initial task selection to final task completion.

Clean and concise web responsive interfaces enable immediate 'action identification' for the end user, whether working from their desktop or remotely via a tablet or smartphone.



# How does the interface look like from an end user's perspective?

Feature-rich dashboard layouts enable customers to quickly assess current task priorities from pertinent 'to do' lists, status changes and applications in progress.



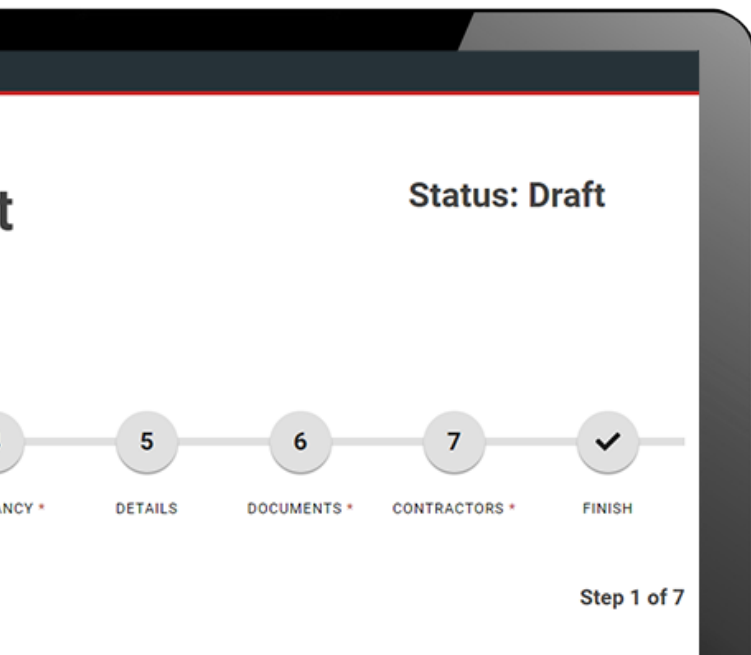
Interactive sort, filter and page controls facilitate expedient information retrieval.



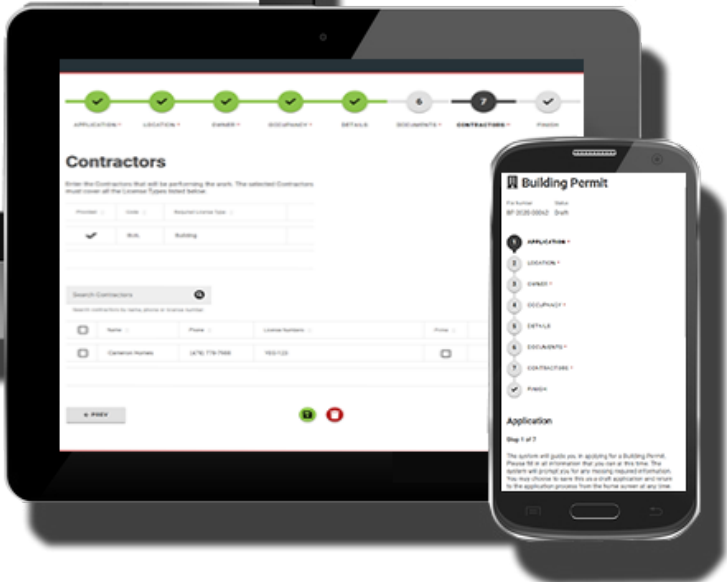


# look like from a business user's perspective?

quickly design efficient, effective customer experiences to facilitate core business processes & revenue streams.



With mobile friendly self-service portals created by POSSE WebUI, citizens & developers working in the field can save multiple tasks in draft status, updating their permit applications, inspection requests, license submissions, and more, as updated information is made available.





Computronix provides state and local government agencies with transformative enterprise software solutions for land management, alcohol beverage control and enterprise licensing. Powered by POSSE, an award-winning platform cited in the Smithsonian Institution's collection of ground-breaking software, this wholly integrated suite of enterprise products empowers public sector agencies to automate critical processes and streamline business workflows for improved efficiency, accessibility and civic engagement.



**COMPUTRONIX<sup>®</sup>**

For more information on transforming your government customer experience with POSSE WebUI solutions for self-service citizen portal creation, contact us @ **Computronix.com**