



# Modernizing government services for today's resident expectations

How to deliver a delightful resident experience, even with legacy back-office systems

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## Separating the resident experience from the back-office system of record is the first step to modernization

Upgrading IT infrastructure, back-office systems and user experiences lies at the 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 resident-facing experience or replacing back-office systems of record (SOR) that support resident and agency data. The ease of the front-end user experience is often the deciding factor of a resident 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 people.

As agencies wait for readiness 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 resident experience from the back-office system of record to not only provide user-friendly web and mobile experiences for their residents, 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 residents. In parallel, strategically building and implementing a back-office upgrade behind-the-scenes can, when ready, seamlessly integrate into the already-modernized experience.

A modern front-end experience can be deployed regardless of the system of record on the back end. This is where the benefits of a SaaS model specifically developed for government are realized.

### PayIt's digital government and payments platform can:

- **Automate** any government workflow and their associated payments
- **Integrate** into any back-office system
- **Deliver** a consumer-grade experience to residents
- **Provide** detailed transaction reporting



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

**People 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 presentation of this data to the end user or their customer journey.

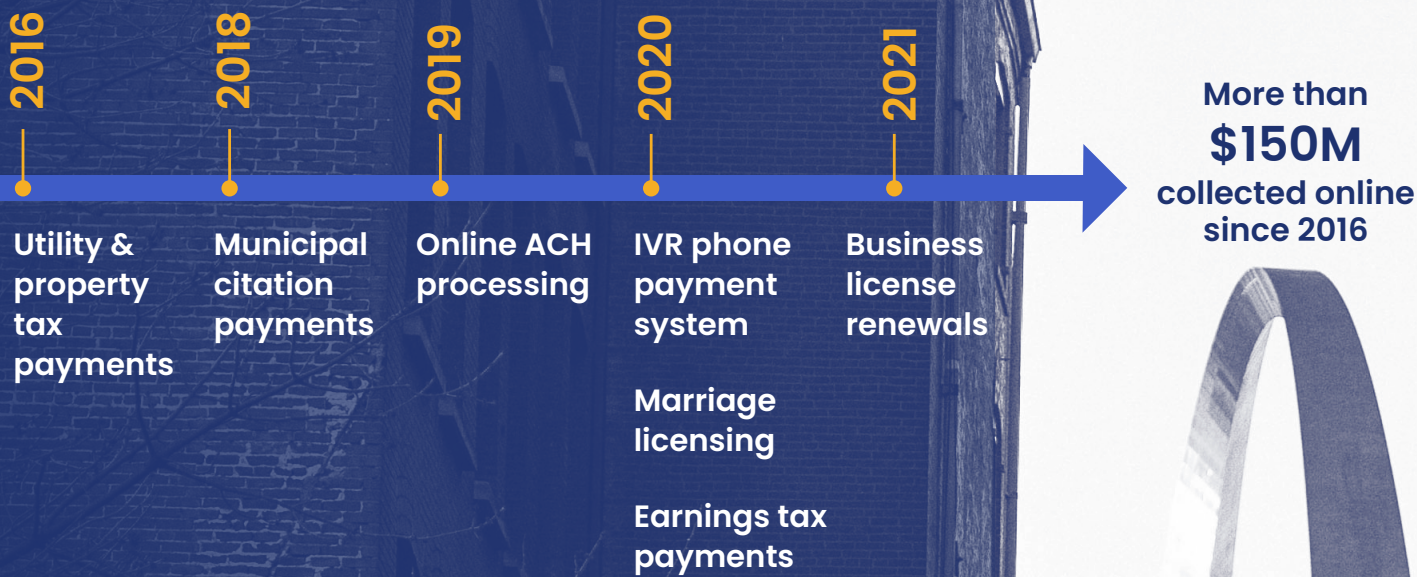
Many of the negative sentiments residents have stem from these experiences not being mobile-friendly and often requiring them to input the same information over and over again—such as asking if they're over a certain age and then later asking them to add their date of birth.

Through configurable business rules, Paylt ensures that residents 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 Paylt, 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.

### City of St. Louis modernization timeline

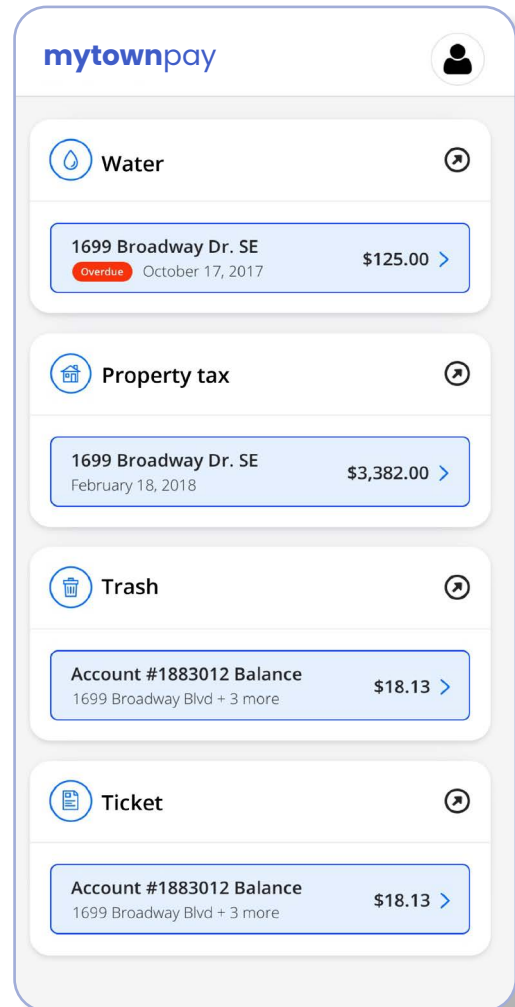


# An accessible, easy-to-use interface between residents and agency back-office systems

Some back-office systems now offer their own sub-optimal front-end experience, but it's usually a poorly designed afterthought.

For governments, this means their residents 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 end users, 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.

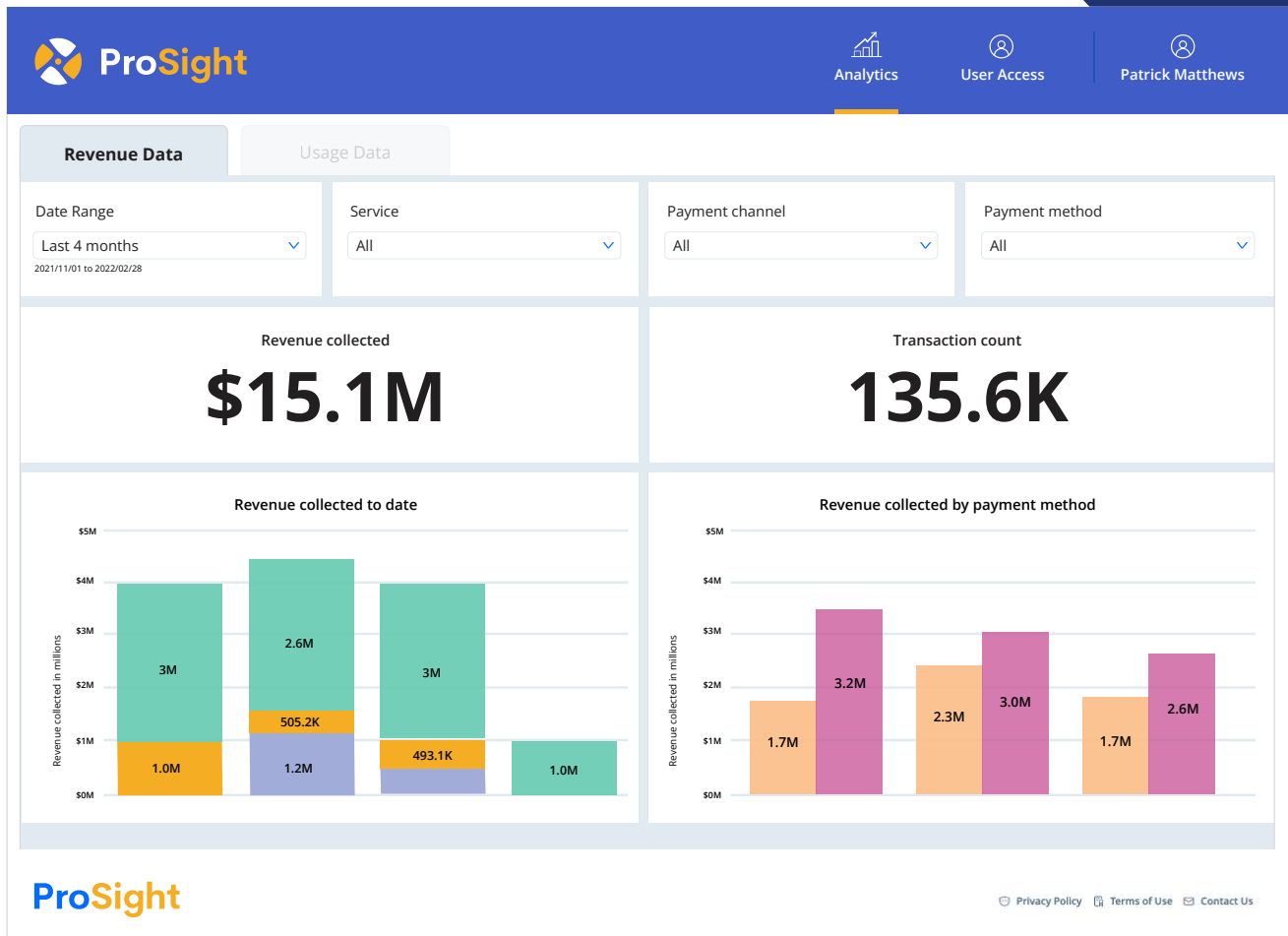
PayIt's cloud-native modern platform sits atop government agency databases, allowing residents to interact with a single interface. The platform then communicates and updates the necessary back-office systems, and if done via API, in real-time.



# Access to real-time transaction and resident 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 insights improve when unified through a modern data platform and resident 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.



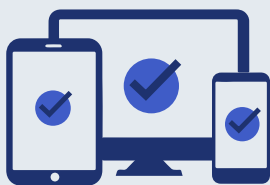
# PayIt's SaaS approach empowers government agencies to quickly deploy a best-in-class experience

Delivering a great digital experience to residents should not wait until governments complete the long process of modernizing back-end IT systems. Prioritizing the resident experience is critical for state and local governments. Already a consumer expectation, demand for simple, transparent, mobile-friendly government interactions has only increased since the COVID pandemic. With PayIt, governments can separate the user experience from the back-office systems of record to meet the growing expectations of their residents.

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

PayIt's configurable SaaS platform enables agencies to launch in as little as 90 days, accelerating modernization efforts. This flexibility enables governments to deliver on the expectations of their residents, accelerate online revenue collection, and improve efficiency nearly immediately, while the longer and more complex processes of back-office upgrades continue independently.

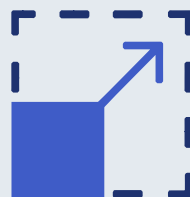
## PayIt Platform Benefits



**Single experience** available on any internet or data-enabled device



**Resident profile** with alerts and document storage



**Scalable business model** allows for new services to rapidly be deployed



**Real time** product and feature updates

[Schedule a demo today >](#)



## About PayIt

PayIt is the solution government agencies use to take the friction out of resident transactions. Our composable customer experience platform enables agencies to collect revenue faster, improve efficiency and sustainability, and give people the smooth digital experience they have come to expect online. PayIt integrates into any back-office system, launches in about 90 days, and provides residents with a single GovWallet™ to store transaction history, receipts, and payment methods for multiple agencies. Serving more than 80 million residents in North America, we have received awards from Fast Company, StateScoop, and have been listed in the GovTech 100 for 7 years and counting.



To learn more, visit [www.payitgov.com](http://www.payitgov.com)

