

PUBLIC SERVICE

German Department of Labor: Search made simple

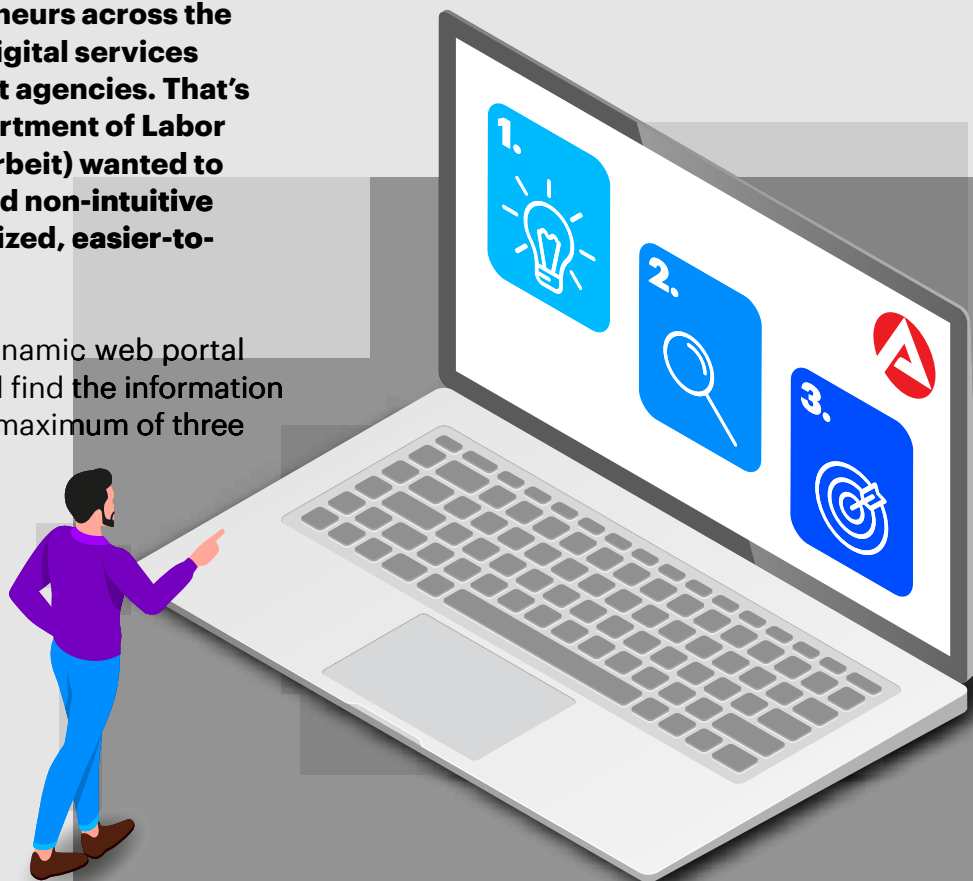
The German Department of Labor is bundling its services into one portal.



CHALLENGE

Citizens and entrepreneurs across the globe are expecting digital services from their government agencies. That's why the German Department of Labor (Bundesagentur für Arbeit) wanted to turn their cluttered and non-intuitive website into a customized, easier-to-use digital offering.

The goal? To build a dynamic web portal where customers could find the information they came for within a maximum of three clicks.



What Accenture Did

Accenture used design thinking with a focus on the customer's interests—a somewhat new approach for authorities. The experts at the Bundesagentur für Arbeit and Accenture quickly developed personas and customer journeys from the perspective of users.

Each persona stands for an ideal-typical customer group of the Bundesagentur für Arbeit and their concerns. The experts at Accenture developed these personas in close collaboration with Employment Agency staff, who contributed their hands-on experience through consulting sessions.

"In the workshops, there were employees who had been sitting down with job-seekers the day before and knew exactly how this

target group was searching, and what they were searching for," says Bernd Karl, Project Manager at Accenture Consulting and Head of Digital Transformation in Public Administration.

Accenture has extensive experience with digital projects and was also able to draw on specialists from Fjord-Studios in Berlin. In addition to design thinking and the rapid prototyping approach, Accenture used detailed knowledge about using digital engagement with customers.

"Our special approach meant we were able to visualize the concept in a tangible and emotional way," says Karl. Fast visualization was a key to success; within six weeks there was already a clickable prototype.

PEOPLE AND CULTURE

A major contribution to the project has been practical suggestions and ongoing feedback from Bundesagentur für Arbeit employees as well as companies and citizens who use the portal. Accenture employed usability tests and an Open Innovation workshop, among other things.

Valuable input was provided by objective usability tests by external test labs, as well as creative workshops in which Bundesagentur für Arbeit employees and their customers were able to try out the current version of the portal and make suggestions for improvements.

Further suggestions were collected at presentations at vocational training centers or the Nuremberg pedestrian zone. All information flowed into the agile development of the website, which continues to be monitored for functionality and acceptance via the Open Innovation platform, as well as continuously improved during ongoing operations.



Value Delivered

The new portal bundles all topics, directs users through the respective processes and lays the ground for individual questions to be answered in personal contact, for example via telephone or TextChat.

It works as a one-stop shop: All services for citizens, businesses and institutions are on the homepage. Uniform design and clear navigation make it possible to register a person seeking employment or to find answers to questions on topics such as child allowance, professional counseling or further education.

A service account and a homepage customized according to a user's browsing history and profile will further improve service quality

and user friendliness. With the customer journey in mind, a well thought out end-to-end cycle begins, focused on individual requirements.

Step-by-step tutorials guide users through an otherwise complex and difficult process, creating understanding, and providing a direct access to relevant content. To enable this, the design thinking approach had the developers keep the needs and the motivation of the customers at the center of the navigation and content development.

Customers as well as employees of the Bundesagentur für Arbeit have praised the portal, and in a user survey 80 percent considered it to be a success.

About Accenture

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