

Attracting and Empowering Today's Top Talent

Updated investments can help organizations appeal to new recruits and improve customer satisfaction





Today's workforce is struggling to keep up. Staff shortages, growing workloads and outdated technology prevent teams from doing their best and often lead to poor service experiences on the constituent side. Out of frustration, some workers simply leave the organization, forcing governments to train new employees. In a tight job market, recruitment isn't easy, especially if the job lacks the tools, flexibility, collaboration opportunities and other must-haves of job seekers.

To help, organizations can invest in technology that improves the work experience. In doing so, they increase productivity, enhance worker satisfaction and make the workplace environment more attractive to new recruits. These benefits impact constituents, too, in the form of more convenient and timely service.

Technology-Based Gaps

Governments must address technology-based challenges to build and empower their workforce.

Legacy technology that includes siloed applications and paper-based processes hinder productivity and frustrate employees. Having forms, documents and other data in a digital format is a precursor to modernizing the workforce experience and enabling better service. Remote work, automated workflows, artificial intelligence (AI) and cloud services all rely on digital data.

"A lot of organizations have decades of data and become overwhelmed by the conversion task," says Bill Rials, senior fellow for the Center for Digital Government. "Don't let the backlog stop you from moving forward. Start with this year and then every year, go back and digitize one more year."

In a tight job market, benefits such as the option for remote or hybrid work, may be the deciding factor for applicants. To support this, governments must invest in the technology, services and devices that enable staff to efficiently communicate and get their work done.

"You're going to have a hard time attracting and retaining quality employees if everything is disconnected, antiquated and hard to do," says Todd Sander, vice president for the Center for Digital Government. "They'll get tired of everything being so difficult all the time."

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Modernizing with MFDs

Multifunction devices (MFDs) with advanced printing, copying and scanning features can act as an on-ramp for digitizing paper-based data. These devices use optical character recognition (OCR) and AI to ingest and correctly index and catalog the data in paper documents and forms.

For example, scanners can transform hard-copy legal and financial documents into searchable PDF files. Once these files are searchable, managers can use them for analysis and planning. Clerical workers can more easily repurpose, update and share content as needed.

To support mobile and remote workers, choose MFDs that allow users to print cloud-based documents from their phone or other network-connected device.

“A lot of the workforce is mobile. They’re going from building to building or they’re working from home. They need their smartphone or tablet to do the exact same thing you would do from an office desktop,” Rials says.

MFDs should also include print management and fleet management features so you can prevent unauthorized access to documents, optimize device usage and proactively manage costs and paper waste.

Printers, scanners, copiers and fax machines are often prime targets for cybercriminals. Although they’re usually connected to an organization’s network, business users and IT teams may overlook them when it comes to security assessments, updates and basic cybersecurity controls.

Choose device and software solutions that come with built-in support for Zero Trust cybersecurity models. They include flexible authentication methods so you can control who has access to devices and what they can access. To reduce risks associated with privacy breaches, copyright infringement and fake reproductions, look for options that help control unauthorized duplication or viewing of paper-based and digital content.

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Center for Digital Government



Embracing AI

Process automation improves the accuracy, speed and efficiency of routine, repetitive processes and frees up staff for more important and more engaging work. When used with AI, it can collect, process and analyze data to perform more complex tasks and deliver actionable insights.

Agencies should use AI-driven print management and document management solutions to streamline and automate approval processes, document sharing, mail distribution and other workflows. To maximize investments and support as many workflows as possible, integrate these solutions with enterprise resource planning, customer relationship management, human resources, data analytics and other platforms.

For example, agencies can use print management solutions to automatically set and enforce policies related to paper use and document access. Document management solutions enable simultaneous distribution, review and signing of forms and other requests that require multiple approvals. And digital mailroom solutions can automatically extract data from physical mail and digitally distribute it to mobile and remote workers.

Utilizing generative AI empowers agencies to simplify the creation of content and automate routine, repetitive tasks.

“Generative AI can help offload some of the tasks that no one likes to do, which improves job satisfaction and provides more opportunities for upskilling,” Rials says.

To further improve productivity and engagement with remote workers, mobile users in the field and other agencies, online collaboration must enable in-person and remote participants to interact easily and authentically.

By modernizing operations and deploying today’s powerful technology and devices, organizations foster a work atmosphere where employees feel empowered, fully supported and understood.

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