The Citizen360 Navigator
Providing your website visitors with the most relevant information, fast!

*T*housands of dollars are spent researching how to optimize websites; how to help visitors quickly find the information they seek; and how to provide solutions before visitors reach for the phone. But with so much information needing to be available, particularly with government websites, how do you make the pertinent information easy to find?
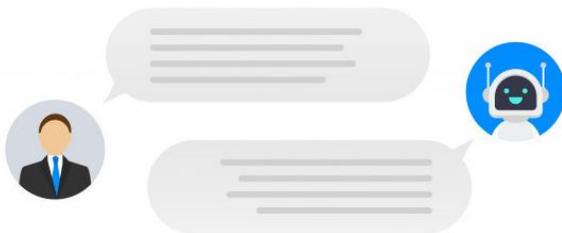
The Citizen360 Navigator is the solution for you.

The Citizen360 Navigator is basically a website tour guide, that by asking each visitor questions about the information they seek, they are lead to the exact location of the information requested, and it is presented in a format tailored for them.

Used standalone or in conjunction with the Citizen360 oChat Intelligent Response Agent, the Navigator uses the search terms or questions entered by a visitor to build a real-time digital map to where the relevant information is presented.

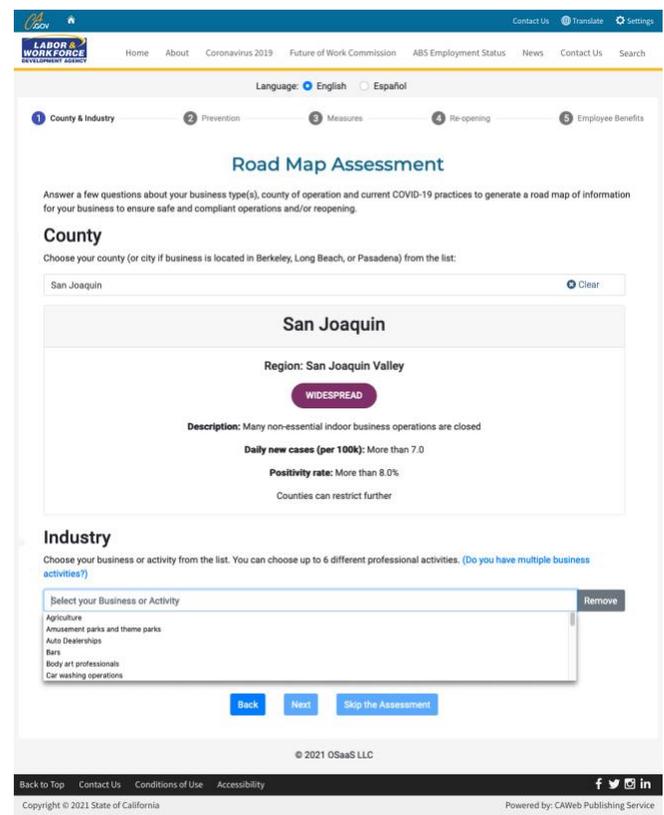*Department of Labor & Work Force Development Agency,*
Citizen360 Navigator

If one of the questions matches a pre-determined business rule for a process or multi-layered question, the visitor is funneled through a guided quiz that helps the user navigate knowledge bases and quickly identify the information they are looking for while preventing them from reading through blocks of complicated material. Not only does the Navigator bring the visitor to specific information, but it provides bite-sized knowledge areas which are easily understood and consumed by the user.

Benefits / Features

- **Provides website visitors quick, easy access to searched for information**
  The Navigator dynamically builds a path to the relevant information based on the questions or search terms visitors enter. Provided accurate information for each individual and business while reducing the time spent finding information.

- **Complex information turned into clear consumable pieces**
  Information buried on your website is collected, organized, and presented in a clear and printable format based on your business rules for that specific visitor. Increases the traffic to hard-to-find documents or rules and regulations by making them more discoverable.

- **Present all relevant information pertaining to visitors request in one place**
  Ability to collect information from a variety of sources and present under one consolidated report. The Navigator can filter and sort any web page that contains information that can be organized or filtered. This includes FAQs, policy pages, general information pages, etc.

- **Relieves call volume to live-agents or call centers**
  Each visitor experiences a personalized journey in which by answering a few simple questions, leads them to the information they seek. The interactive quiz keeps visitors engaged online versus picking up the phone and calling a live agent.

- **Allows for easy updates to information without any website redesign**
  Easily modify or change content, business rules or other parameters to better meet client's requirements. Information can be automatically updated through our Guidance Maintenance Portal which provides the ability to maintain, edit, and fix the Navigator content in real time.

- **Compatibility with most hardware, legacy applications and security protocols**
  - ADA/WCGA compliance
  - Mobile device responsive
  - Compatible with Chrome, Safari, Edge, Samsung, and other Internet browsers
  - Easy integration with most legacy government systems

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