Citizen Centricity by Design

Citizens are demanding a consistent experience across the different channels used to interact with government.

40% of government organizations selected improving citizen experience as a very important business priority for 2019*

Supporting citizen journeys through collaboration

Improving CX requires organizations to have a complete view of the services being consumed by citizens

54% will invest either in enhanced or completely new **integrated case/workflow** management over the next 12 months*

27% are using **public cloud based CRM solutions** or plan to deploy them in 2019*

Delivering frictionless journeys for citizens is driving investment in citizen portals

42% will invest in either enhancements or completely **new citizen web portals** over the next 12 months*

64% are already using **social media tools** to interact with citizens*

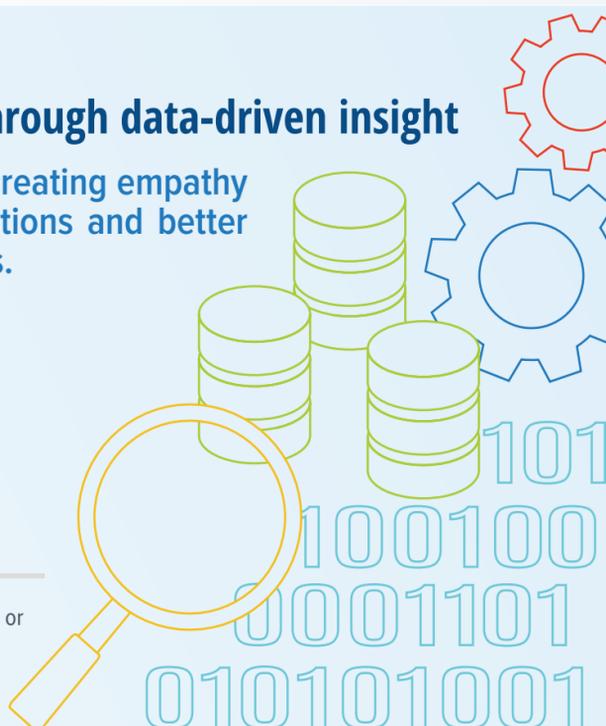## Personalization of citizen services through data-driven insight

Understanding citizens' interactions and creating empathy requires organizations to capture interactions and better understand citizens' needs.

21% Are already using or plan to use **Big Data and analytics** in the next 12 months to personalize citizen services*

17% Are using **citizen sentiment analysis tools** or plan to adopt them in the next 12 months*

## Moving toward responsive public services

Government organizations are turning to AI tools to enable personalized interactions between citizens and digital tools.

18% of government agencies are using **AI to personalize citizen services** or plan to do so in the next 12 months*

60% of national governments will have deployed AI for datacenter management, service and information accuracy, and improved **constituent interactions** by 2023**
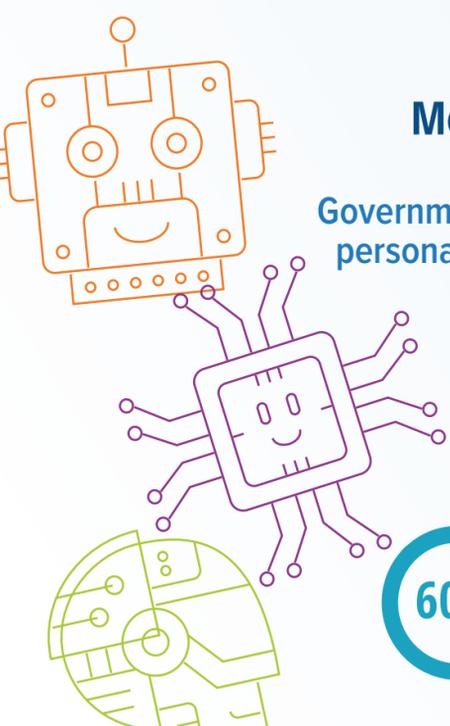
Securing personal data

A good citizen experience can help to build trust in government and lower the operational cost of providing services. But this depends on agencies' ability to secure citizen data.

56% of government organizations cited improving **detection and resilience capabilities** against digital attacks as a high priority for 2019*

Security of personal data is pivotal for citizens and the top security priority for governments in 2019

46% Data loss/leakage prevention***

41% Implementing compliance to new regulations (e.g., GDPR, PSD2)***

36% Cloud security (public, private, and hosted private cloud)***