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.*

Delivering frictionless journeys for citizens is driving investment in citizen portals.

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

54% will invest in data or analytics to improve citizen experience in 2019.

27% are using public cloud based CRM solutions to improve or deploy them in 2019.

42% will invest in improved 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 to personalize urban services.

12% 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.

80% 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.

46% of government organizations cited improving detection and resilience capabilities against digital attacks as a high priority for 2019.

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Resources:
* IDC European Vertical Markets Survey, 2018–2019, Government
** IDC FutureScape: Worldwide National Governments 2019 Predictions
*** IDC European Vertical Markets Survey, 2018–2019, Government (n = 284)