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GUIDE

Data-driven governance

The path to efficient government service delivery

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What does the next wave of digitalization and data intelligence hold for citizens and the governments that serve them? According to Gartner, adopting a modernized service delivery posture, one that drives operational efficiencies and program effectiveness, is going to force governments to adopt hyper-personalization (i.e., customization at scale), journey data analytics, and identity verification.

Citizens today want a government experience that matches those they're getting from private sector industries like retail and banking. Commuters want unified public transport cards and offers that suit their preferred mode of transportation. Students want result alerts, exam notifications, and curriculum updates to flow to them in real time. Senior Citizens want to be able to access critical services across agencies quickly and easily.

## How can governments address these needs, today?

A SuperOffice study found that 40% of citizens prefer self-service compared to in-person services, while McKinsey noted that 60% have a strong preference for digital channels.[1] These findings align with the trend of governments across the globe innovating to deliver personalized digital services to their citizens. But, at the same time, Deloitte noted in its study that satisfaction with online citizen services lagged behind the private sector by 20%. [2]

> The answer for governments to drive efficiencies, effective program outcomes and innovation, lies in unlocking customer data and using the power of this data for service delivery modernization.

By leveraging data and technology, governments can create a more customized service delivery model for each citizen, decreasing costs, improving efficiency, and increasing the effectiveness of the program.

Adobe Experience Platform provides the right set of technology and tools for governments to unify citizen data and drive customized journeys across every channel and device. Experience Platform is a unified data platform that enables governments to collect, unify, and activate citizen data from multiple sources, such as web, mobile, and IoT devices. With Experience Platform, governments can create a complete and holistic view of each citizen and use this data to deliver customization at scale.

Enabling program effectiveness at scale involves using data to create tailored experiences for each citizen. Governments can use Experience Platform to analyze citizen profiles and provide personalized 1:1 recommendations based on their behavior patterns. For example, if a citizen regularly searches for information related to Social Security benefits, Experience Platform can enable these authorities to provide personalized recommendations for related services or resources.
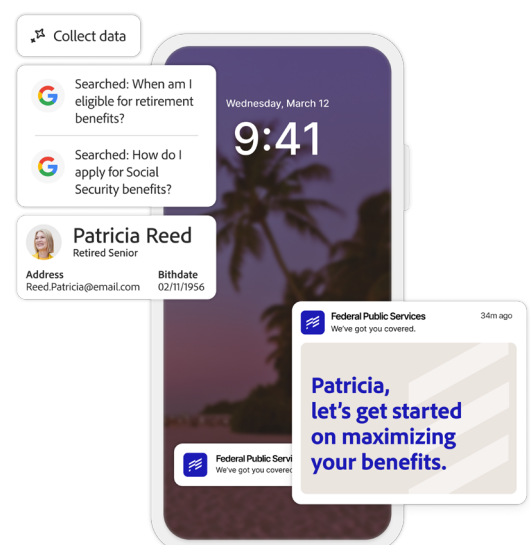
Experience Platform can also help build real-time citizen profiles that synergize interactions and engagements across offline and online channels such as web, mobile, social, and IoT. Using this data, citizens can benefit from more efficient, effective, and available government services. For example, citizens can receive personalized notifications about upcoming deadlines or events, such as tax filing deadlines or vehicle registration. They can also receive personalized recommendations for services that they may not have been aware of, such as public health programs or job training opportunities.

Untapped data. Unprecedented opportunities.

With citizens preferring online channels more than physical channels, citizen data presents unprecedented opportunities for innovative governance. Use cases from each authority and agency can be addressed by tapping into the citizen data and leveraging this data for personalized services.

With built-in journey orchestration and analytics, Experience Platform enables governments to efficiently deliver service across critical service delivery facets:

Tailored: services are customized to a given citizen's interests, personal circumstances, and demographics.

Seamless: services are simplified and easy to navigate, and at the same time avoids excessive information requirements and obstacles.

Omnichannel: experiences and service deliveries are seamlessly driven across online and offline channels, as relevant to the citizen. A citizen may continue their experience journey from any device or channel, or from an offline to an online channel and vice-versa.

Experience journey-driven: Citizen services flow across the citizen's journey and consider life events and status, including recorded changes in life and financial status as well as plausible steps predicted from citizen's real-time customer profile.

By addressing the above four Citizen Experience Facets, Adobe Experience Platform is able to bring governments to the cutting edge of citizen service personalization and action.

Governments have been collecting and collating citizen data for decades and have amassed vast amounts over the years. Today, there is an abundance of enriched data sources which are varied and multi-dimensional. With Experience Platform, this data can be stitched, unified and synergized, enabling a holistic view of each citizen profile, making this data available to be used for personalized actions and services.

Through Experience Platform, authorities can transform their citizen engagement strategies— leveraging the power of real-time customer profile capabilities to view and deliver 1:1 personalized offers. Using powerful audience segmentation capabilities, Experience Platform enables the segmentation of the population based on specific characteristics or needs. This segmentation empowers agencies to optimize service delivery for different demographics of citizens, ensuring maximum impact and satisfaction.

This comprehensive approach allows governments to apply self-service delivery across a wide range of use cases, including but not limited to:

- **Healthcare:** personalized health recommendations, reminders, appointment scheduling, hospital resource management, campaigns, and content management.

- **Public transportation:** Commuter profiles, real-time updates, personalized travel routes, customized incentives and offers.

- **Social assistance programs:** Social welfare demographics, assistance segments, personalized assistance programs based on financial situation, family size, and other needs, housing assistance, food support.

- **Public safety:** Alerts and risk notifications to subscribed citizens, including weather conditions, evacuation instructions, emergency notifications, and other mitigation circumstances.

Security and data governance at the forefront

The core capability of the Experience Platform—to bring data from multiple enterprise systems together to better identify, understand, and engage customers—also raises questions of data risks and security challenges. For governments and their agencies, data needs to be kept sacrosanct. Experience Platform allows government authorities to manage citizen data and ensure compliance with regulations, restrictions, and policies applicable to data use. Authorities can leverage the data governance features to apply and affect cataloguing, data lineage, data usage labelling, data usage policies, and controlling usage of data for any actions.

Adobe Experience Platform's measures for data security, privacy, and compliance with relevant regulations include:

C5 Restrict cross site targeting

C10 Restrict stiched identity activation

C4 Restrict email targeting   C9 Restrict data science

C7 Restrict onsite personalization

C11 Restrict data sharing   C6 Restrict online advertising

- **Privacy service:** Privacy regulations such as the European Union's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) enable citizens to access and delete the certain rightful personal data that authorities and enterprises collect and store from them. Adobe Experience Platform supports access and deletion of personal data.

- **Consent management:** Manage, process, and address specific citizen preferences and consents for information capture, sharing and communications.

- **Data encryption:** Ensuring that all the Platform data is encrypted in transit and at rest.

- **Access control:**
  privileges.
  data scientist,
  the sources, flow and destinations pertaining to citizen data.
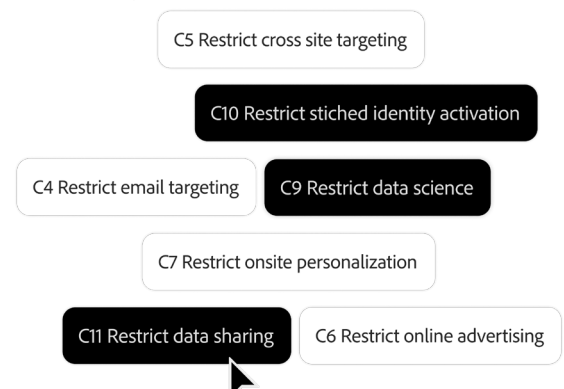
In summary

It's necessary for governments to personalize and tailor services and communications to improve citizen engagement and satisfaction. Unlocking the potential of all the data governments have collected over time by using it for citizen personalization is the way forward. Adobe Experience Platform allows governments to harness the power of enriched data and Real-time Customer Profiles to establish deeper engagements with citizens and offer personalized services. The wave of personalized and contextual citizen services holds manifold advantages for governments. Adobe Experience Platform provides governments and their authorities with the right set of technologies for data-driven governance, resulting in a more effective, proactive, and inclusive administration.
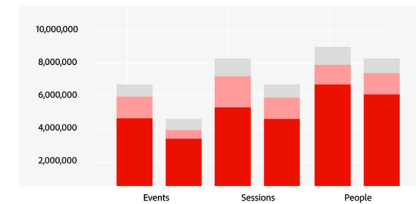
Visit Adobe Government Solutions and Adobe Experience Platform to learn more about how Adobe is helping agencies deliver personalized citizen services at scale.

About the author

Brian Chidester is the Head of Industry Strategy for Public Sector at Adobe and the host of "The Government Huddle" podcast from GovExec. Mr. Chidester holds a B.S. in Communications Studies from Liberty University, is an Advisory Board Member for Digital Government Central, an advisor to the G20 Global Smart Cities Alliance at the World Economic Forum, and a member of the Forbes Technology Council.

1 The Value of Customer Self-Service in the Digital Age, SuperOffice, 2023
2 The digital citizen: US survey of how people perceive government digital services, Deloitte, 2023

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