

HOW CAN GOVERNMENT GAIN THE TRUST OF ITS CITIZENS?

USE DATA TO BUILD A 360° VIEW OF THEIR NEEDS



Sarah needs a safe and affordable apartment closer to her new job. She used to dread going to the Housing Authority.

She hated waiting in line and being treated like a number. But she knows that her government understands her needs. Sarah expects more from her government—and her government delivers.



With her appointment and documentation set, Sarah gets a link to the most efficient public transportation options based on analysis of her previous travel patterns when the weather is hot.



While in line, Sarah talks with a chatbot to begin her application process. She finds out she's eligible for 2 additional government programs. And she also gets information about senior citizen resources for her grandmother.



Once her name is called, the caseworker already has Sarah's information. Sarah quickly gets her questions answered and understands her available options. Her appointment ends 15 minutes early and she leaves with all the information she needs.

On her way home, Sarah gets a text alert of a lost child. It looks like the boy she's standing next to.

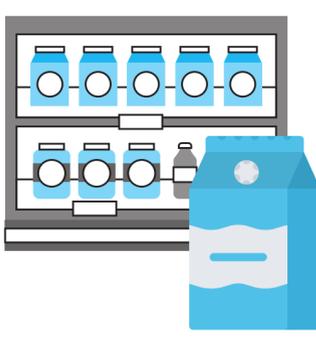
She texts back, and immediately gets a call back from emergency services.



The operator has the right information on his screen to guide the conversation. AI recognizes the alarm and certainty in Sarah's voice, and with natural language and sentiment analysis, determines this is a valid tip. Thanks to the geolocation services from her text and phone call, emergency services is quickly dispatched to safely locate the child.



Sarah hears a news report that a batch of spoiled milk was delivered to her zip code. At the grocery store, she verifies thanks to new electronic labeling that the milk she is buying is from a trusted source and not part of the spoiled shipment.



Sarah's day was improved by government services that had a complete view of her needs. Sarah was also empowered to become a more engaged citizen in her community.

How?

Government built a picture of this urbanite



Government responded in a personalized manner



Government proactively took actions



Government departments linked together for a complete view



Digital reinvention can make this new world possible today by:

- Rethinking government services from the citizen perspective
- Building a holistic data profile of each citizen through their interactions
- Mining vast data sources for insights that improve lives
- Adding integrity and transparency to daily transactions
- Protecting digital resources from cyber threats

For more information: ibm.biz/DigitalReinventionWorkshop

Get started >

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