

eBook

Improving the way governments work with AI

6 things to know about artificial intelligence in the Public Sector

Introduction: The benefits of AI

Innovative technologies are having a profound impact on government work, with more dramatic effects to come. Applications that leverage artificial intelligence (AI) hold the promise to reduce backlogs, cut costs, overcome resource constraints, free workers from mundane tasks, improve the accuracy of projections, inject intelligence into processes and systems and handle many other tasks at a scale that humans cannot easily do on our own.

With these potential benefits, AI presents governments with new options for getting work done through full automation, by dividing work between people and machines or by machines enhancing human efforts.

It is clear that AI has a key role to play in helping organizations digitally transform their enterprises. Here are six important things that Public Sector organizations should know about AI.

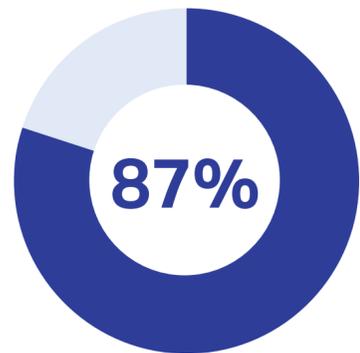


1. AI plays a large part in governments' digital transformation

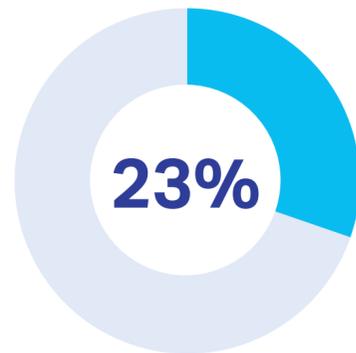
Digital transformation projects are a top priority for government leaders across the globe and are expected to transform activities as diverse as cybersecurity, citizen services and data analytics.

But, as organizations digitally transform, can AI actually make government more intelligent? It is already happening.

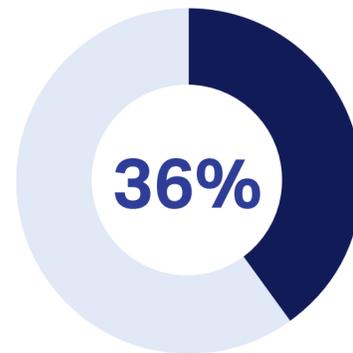
With cognitive applications doing everything from reducing backlogs to handling tasks that humans cannot do on their own, such as predicting fraudulent transactions and identifying criminal suspects via facial recognition, governments around the world are leveraging AI to help accomplish their missions.



of government survey responders say AI is driving or will drive digital transformation



indicate AI is a part of their digital transformation



say AI will be a part of digital transformation over the next 1-2 years.



say AI will be a part of digital transformation over the next 3-5 years.



Source: IDC, IDC FutureScape: Worldwide Digital Transformation 2019 Predictions (2018) <https://www.idc.com/getdoc.jsp?containerId=US43647118>

2. AI is powering the citizen services revolution

One of the most important uses of AI in government is enhancing citizen services. For example, when a citizen has an inquiry, they are usually relegated to long hold times on telephone calls, in-person visits or searching antiquated websites for answers. AI can drastically improve the citizen service experience by powering intelligent assistants or chatbots to provide realtime support available 24/7. AI could even be used to fill out documents or forms, especially for routine tasks. However, AI alone cannot consistently deliver a great citizen experience.

The power of AI reaches its fullest potential when it is seamlessly combined with live agents—assisting humans with more contextual information while giving citizens the personalized journey they expect.

AI solutions are excellent for handling simple requests, automated conversations or proper routing, while human agents excel at understanding customer emotions, building trust and dealing with more complex requests.



3. AI thrives in big data environments...like government

Global citizens produce more than **2.5 quintillion bytes** of data each day. In the private sector, businesses are using AI to gain insight from this information and adding trillions of dollars in value each year. Since governments are some of the biggest producers, collectors, consumers and disseminators of information, it is not surprising that much of the public sector is experimenting with AI-driven technologies to more effectively communicate their policies, improve services and increase transparency in the policy-making process.

Public Sector organizations often find themselves with a mass of data, but not enough people to manage it or experts to analyze it. By scaling data analysis and insights using machine learning and natural language processing techniques, AI can help accelerate time to value, deliver operational efficiencies and increase visibility into citizen concerns and their engagement.

Governments are also burdened with routine processes. Thanks to AI, machines can automate such tasks and even improve over time. Through these applications, AI can reduce the administrative burden, help resolve resource allocation problems and take on significantly complex tasks.

AI can benefit the Public Sector in a number of ways:

1. Provide more accurate information, forecasts and predictions leading to better outcomes, for example more accurate medical diagnoses
2. Produce a positive social impact by using AI to provide solutions for some of the world's most challenging social problems
3. Simulate complex systems to experiment with different policy options and spot unintended consequences before committing to a measure
4. Improve public services, for example using personalization to adapt to individual circumstances
5. Automate simple, manual tasks, freeing staff to do more interesting work

4. AI is improving work for government employees

One of the biggest impacts that AI can have is changing how public sector workers do their jobs on a daily basis. Within this industry, there has been a concerted effort to shift from low value to high value work. By taking over mundane tasks and bringing a more diverse set of cognitive processes to bear on a problem, AI enables employees to focus on more programmatic, higher-value work.

AI also helps enhance employee capabilities. Systems can process massive amounts of content and data, enabling AI tools to perform volume-driven activities that simply aren't possible for people to handle.

Through the power of AI, Public Sector organizations can redesign work in ways that take advantage of the unique characteristics of both people and machines.

Instead of merely automating tasks previously done by humans, processes can be redesigned so that AI takes over certain tasks to augment the work people do.



5. AI provides a global voice of the citizen

As the modernization of citizen services becomes a top priority, global governments are trying to move closer to their constituents to achieve transparency and engagement. The reach that social media now offers is opening new opportunities to achieve it.

Whether it is tracking opinions about a new emergency system, gathering indirect input into proposed policies or identifying strengths and weaknesses of an infrastructure plan, there are endless possibilities for AI-driven sentiment analysis in government.

Governments are taking a cue from the private sector, where companies are using

sentiment analysis tools to determine customer satisfaction, improve management of brands and reputations and analyze media. These tools provide a direct link to what people think and feel, as opposed to traditional surveys that force respondents to choose among fixed options.

In addition to gauging citizen sentiment, these AI tools also offer cost savings. If a government department can use sentiment analysis to determine the pulse of constituents affected by a planned project or spending proposal, it can reduce the expense of gathering human input and market research.

Group of Seven (G7) nations

Before the 2018 meeting of the Group of Seven nations (G7) in Toronto, the Government of Canada worked with OpenText to create a dashboard of public opinion on major issues. Called My G7, the online dashboard encouraged citizen engagement with the five global hot topics the G7 countries discussed at the summit. Leveraging OpenText™ Magellan™ AI software to digest thousands of articles and posts regarding news and social media commentary every week,

My G7 provided an effective way for those at the meeting and others to visually monitor what the public was saying in real time. The dashboard presented data by topics and keywords, countries, dates and tone of the coverage (positive, negative or neutral).

[➔ Read the blog to learn more »](#)

6. AI brings challenges of data privacy

The exponential growth of data, and the resulting need for AI and analytics, is forcing governments to reexamine their approaches to privacy. As privacy legislation and citizens' concerns evolve, organizations will need to rethink transparency and decision-making for the digital age.

There are some basic principles to protecting privacy, many of which are included in the [EU's General Data Protection Regulation \(GDPR\)](#). Here are a few examples related to AI:

1. AI-based systems must be transparent.
2. An AI-based system must have explicit authorization to access the information it is collecting.
3. Consumers must be able to opt out of the AI-based system.
4. The data collected and the purpose of AI must be limited by design.
5. Data collected by an AI system must be deleted upon consumer request.

Public Sector organizations are increasingly aware that critical concerns about the use and management of data will need to be addressed if AI is to realize its potential in an ethical way consistent with the social values of global citizens.



OpenText Magellan

AI is no longer a distant dream within the Public Sector, it's here. Many global government organizations are using it to automate repetitive tasks, spot patterns, predict trends and discover ways to streamline their mission or reduce costs. However, building an effective cognitive analytics system requires a lot of high-powered data science talent, which is often scarce.

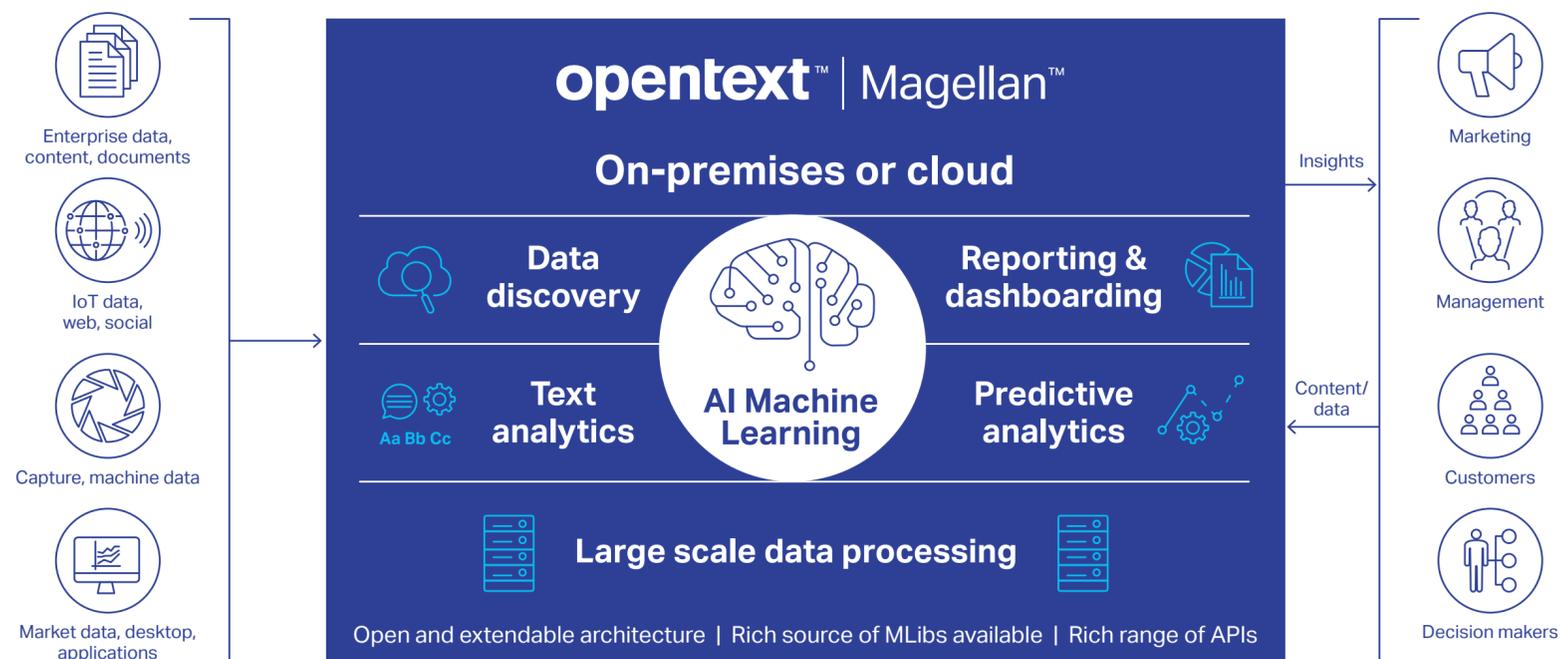
Moreover, IT teams are quickly realizing that assembling the components of a cognitive analytics system from disparate proprietary technologies is costly, time-consuming and complicated, and may end up rigid and hard to customize.

OpenText™ Magellan™ is the answer.

Instead of bogging down enterprises with installation and integration complexity, Magellan delivers a ready-to-go, AI-powered analytics platform that includes machine learning, data discovery, text analytics and sophisticated visualization and dashboarding, drawing from the proven, widely used BI and analytics components of the OpenText™ Analytics Suite.

Pre-integration of all the components serves as a “force multiplier” that lets businesses make the most of precious data science talent and extend the benefits of AI-enriched analytic insights to a wide range of users across the organization.

This gives government organizations of all sizes a cost-effective and timely method of leveraging machine learning to drive their critical decisions. Magellan uncovers insights from big data and big content and empowers IT teams, operational users and business analysts to share findings, make more informed decisions and act with more impact.



Learn more about the benefits of AI in the Public Sector



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[Take the tour »](#)



OpenText Public Sector solutions

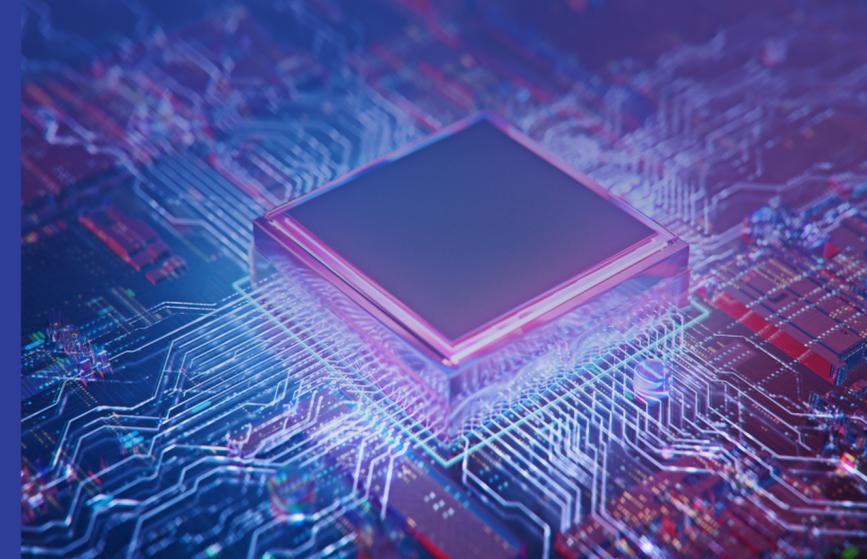
Digitize processes and streamline citizen services

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OpenText Magellan AI-Driven Tracker

[Read the Solution Overview »](#)



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