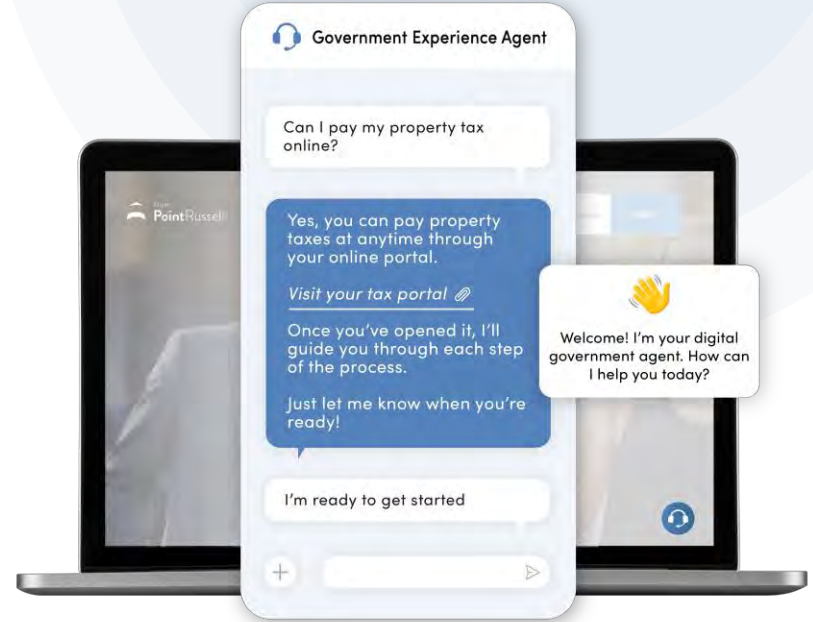




Effortless Access to Government is Here!

Introducing GXA – A Leap Forward in Digital Service Delivery





Agenda

- Generative AI: From Possibility to Priority
- LLMs Alone are Not Enough
- Guardrails and their Local Impact
- Great Content: Central to Better Outcomes
- GXA in Action!
- Q&A



Poll: How is your team thinking about using generative AI to improve service delivery and engagement?

1. Exploring ideas – in the early stages of learning and brainstorming
2. Piloting solutions – have started testing in specific areas
3. Actively scaling – currently integrating AI into broader workflows and strategies

Today's Speakers

Meet our Government Experience Team



Kate May

Principal Product Manager –
AI/ML



Luke Norris

Vice President,
Strategic Initiatives

Connecting & Interacting Today



Questions

Submit your questions using the Q&A function on your console. We will ensure a representative gets in touch.



Chat

Use the Chat to say hello to your peers or interact with today's panelist!



Technical Issues

Try refreshing your browser or clearing cache to fix technical difficulties. For larger issues, reach out to us in the chat or at marketingevents@granicus.com



On-Demand

We will email you the link to watch the recording within 48 hours.



Service Experiences Today

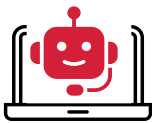
Creating Always-On Government Experiences Isn't Easy

Residents want clear, accurate, concise information, 24/7



From Possibility to Priority

Governments who prioritize digital agents/GenAI solutions will see key outcomes



**Demand for
Virtual Agents**

78%

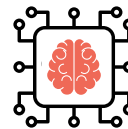
Of surveyed citizens **see benefits**
of using virtual agents for
government services
(Accenture)



**Dissatisfied
Customers Are**

2x

More likely **to reach out for help**
3+ times, which consumes staff
time and increases costs



**Call Volume
Reduction**

33%

When AI-powered agents
are **implemented for**
specific intent/use case vs.
generic features
(Gartner)



Deploying a digital agent **costs 30%**
less than a live agent (Forrester)

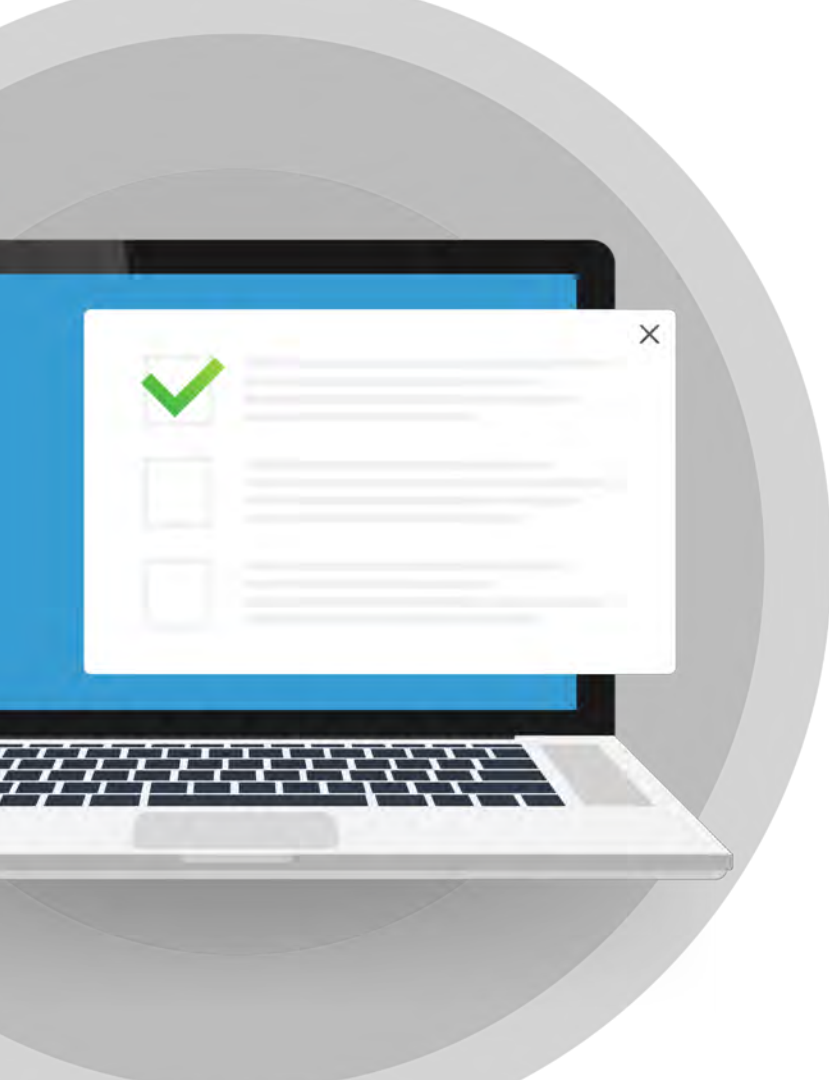


Digital agents can improve service delivery for
local governments **by up to 71%** (NASCIO)



Poll: What challenges do you think may arise when using commercial AI models?

1. Lack of Context – the model doesn't understand government language, workflows, or rules
2. Insufficient or Outdated Content – AI doesn't invent answers, it just surfaces them based on provided info
3. Trust and Transparency Concerns – Hard to confirm the model aligns with public sector values
4. Lack of Control – Sensitive resident data



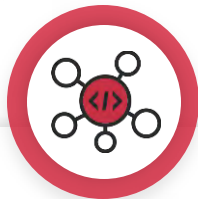
A Solid Foundation is Crucial for Effective Public Sector AI/ML

Criteria to achieve highest accuracy when providing answers to residents' questions



Purposeful Guardrails

To ensure appropriate, authoritative answers while not compromising citizen data



Tuned on Gov't Specific Sources & Workflows

Leading to jurisdictionally accurate responses, aligned to public sector values



Context Aware, Expert Enhanced

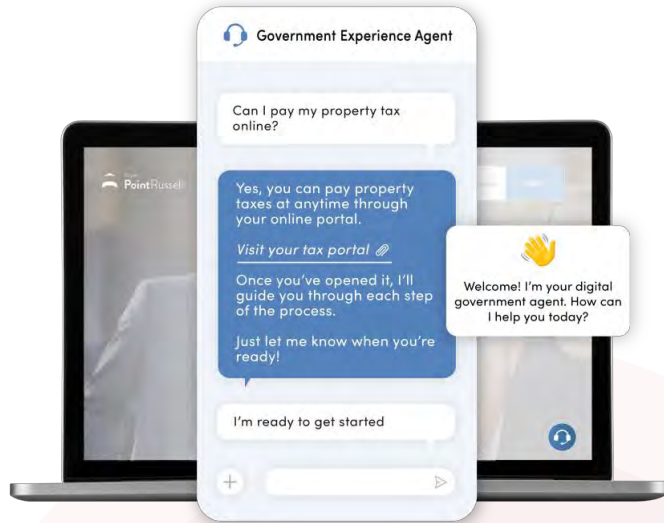
For a better, more accessible customer experience, increasing usage and resolution rates



Agency Retains Messaging Control

Never surrender control over what answers are used to answer questions

What is Government Experience Agent (GXA)?



AI-powered conversational digital agent

Provides **accurate, clear, consistent answers** 24/7

Easy to interact with – natural, conversational responses

Gives residents answers any time they want
– avoiding inconvenient website searches or waiting in line



Smarter, Safer Government Experiences

KPIs for Better Community Outcomes

The Best AI Strategies Start with Measurable Goals

- Reducing # of calls (311 call center or to individual service teams)
- Increasing self-service transactions (building on-ramps to completed transactions)
- Increasing customer satisfaction
- Strengthening compliance with critical rules (e.g. , greater program enrollment, increased community safety)
- Increasing % of successful 1st attempts service journeys (e.g. lowering abandonment rates)

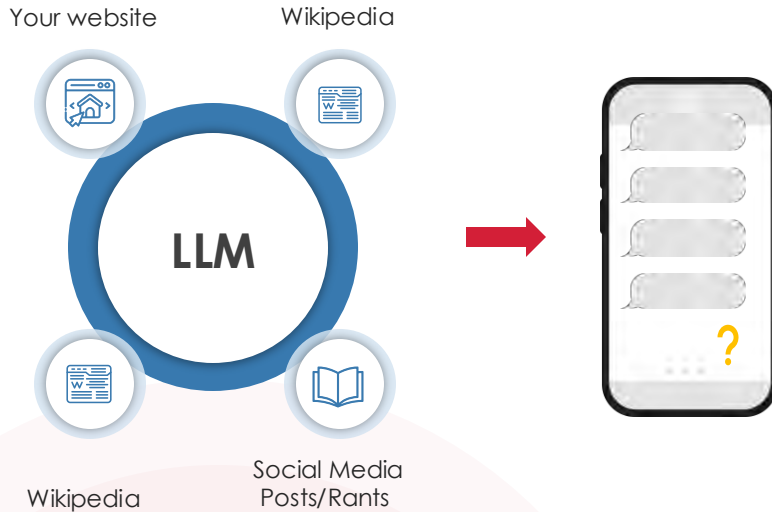


Built Different: Why Scale and Purpose Define AI Performance

The Right Data Matters

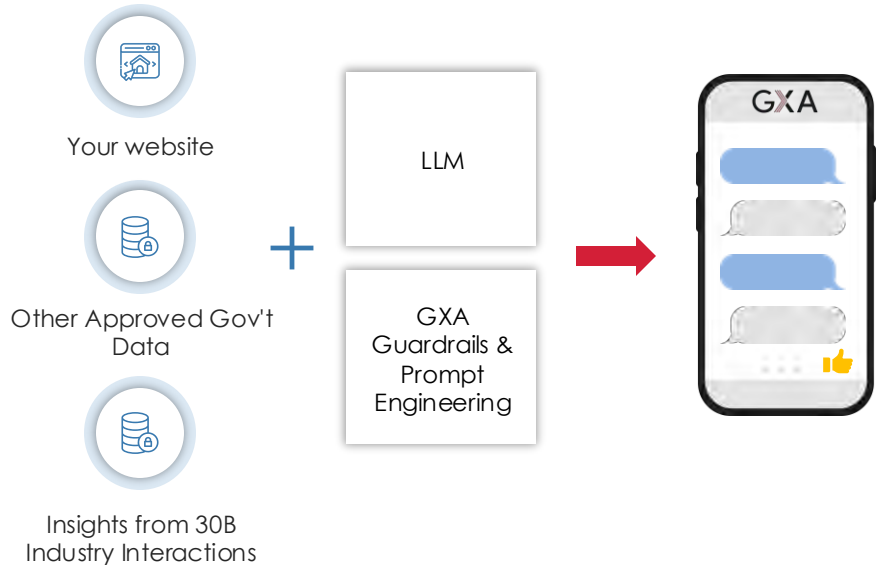
Commercial Large Language Models (LLMs)

Risks unwanted answers (e.g. inaccurate, irrelevant, or biased)



Granicus

Tailored for government GenAI. Uses only agency sources curated in partnership with service experts for fewer errors and better outcomes





GXA in Action



Not All AI is Created Equal

Safeguards to Enhance Public Trust and Compliance

Ensuring responsible, transparent AI interactions

Challenge: AI Skepticism



70%

**of local governments officials
worry about AI/ML misuse**

About potential misuse (e.g., generating disinformation/misinformation) highlighting the need for strong security, jurisdictional accuracy, & data governance protocols. - ICMA

Key Public Sector Values

Aligns with public
service mandates

Avoids harmful, biased, or
inappropriate responses

Respects data
privacy, compliance,
& security standards

GXA Guardrail	Citizen Impact	Assurance for Clients
Content Filtering	Limits offensive or inappropriate responses	Protects public trust and aligns with civic values
Topic Denial	Restricts answers on sensitive or off-limit areas	Ensures LLM stays within approved domain
Word & Phrase Filtering	Blocks politically sensitive or confidential terms	Customized of government use cases
PII Protection	Detects and redacts personal data in inputs/outputs	Supports local privacy regulations
Audit Logs	Every interaction and block is logged	Enables transparency and compliance with public sector oversight

Key Takeaways: Preparing for GenAI's Impact

AI isn't the Hero Behind Better Service Experiences, It's You and Your Content



Start Small to
Scale Smart



Invest Equally in People,
Process, Technology



Ruthlessly Assess
Web Content &
Other Data



IT and Comms:
Work Hand in
Hand to Create
the ROI You Want

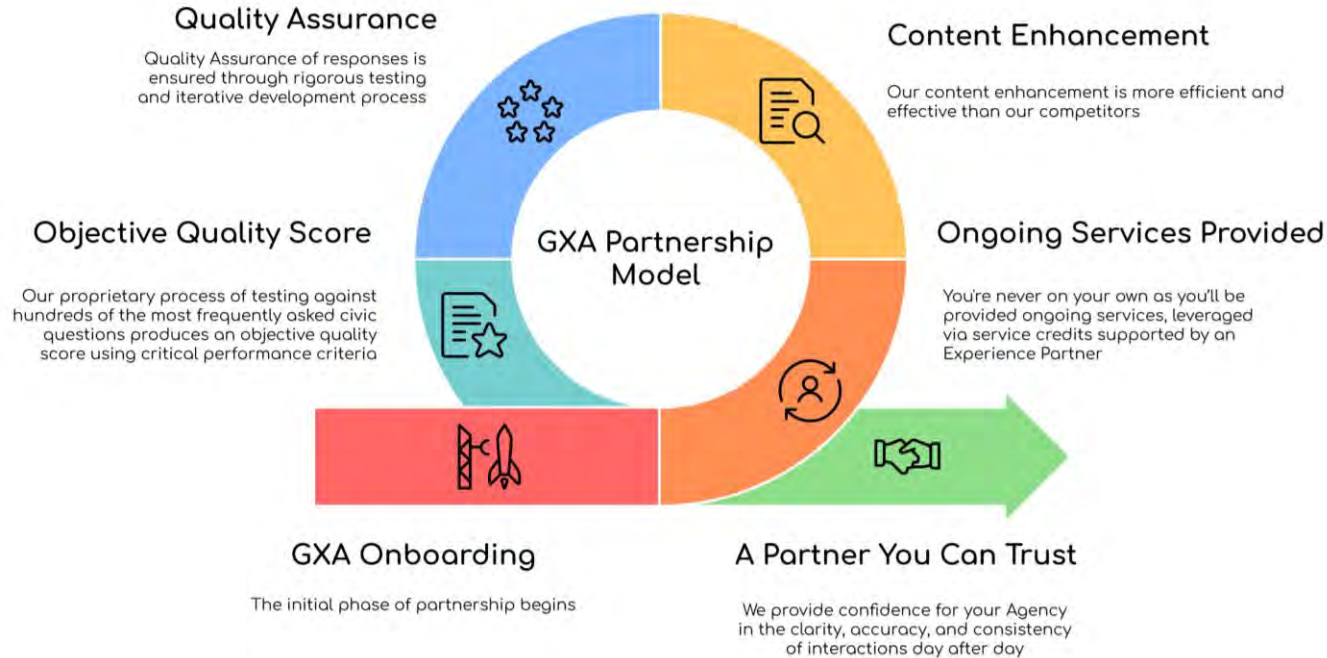


**Poll: How often does your team
conduct content or experience design
reviews for your public website?**

1. Regularly. We follow a set schedule.
2. Occasionally. Typically when prompted by a project, feedback, or major update.
3. Rarely. We don't have a formal process in place.

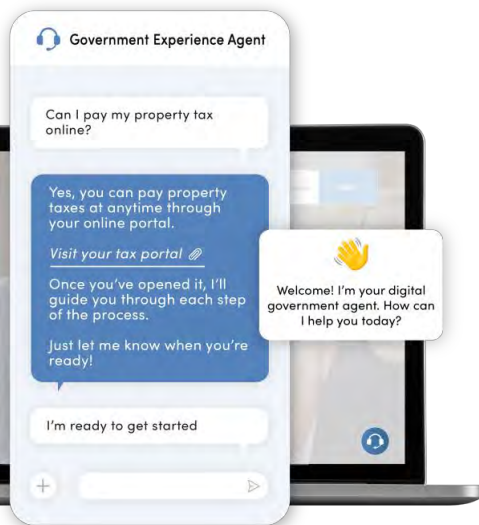
More than just Technology: GXA Partnership Model

We bring together Connected Technology, Experience Services, and Data-Driven Insights to ensure high quality outcomes



Smarter, Safer AI for Government

A new era of connection that reshapes trust, efficiency, and community identity is within reach



Improved customer experience through better services access and faster answers



Reduced cost to serve by deflecting calls and walk-ins to digital self-service



Increased operational efficiency freeing staff time to focus on high-value work



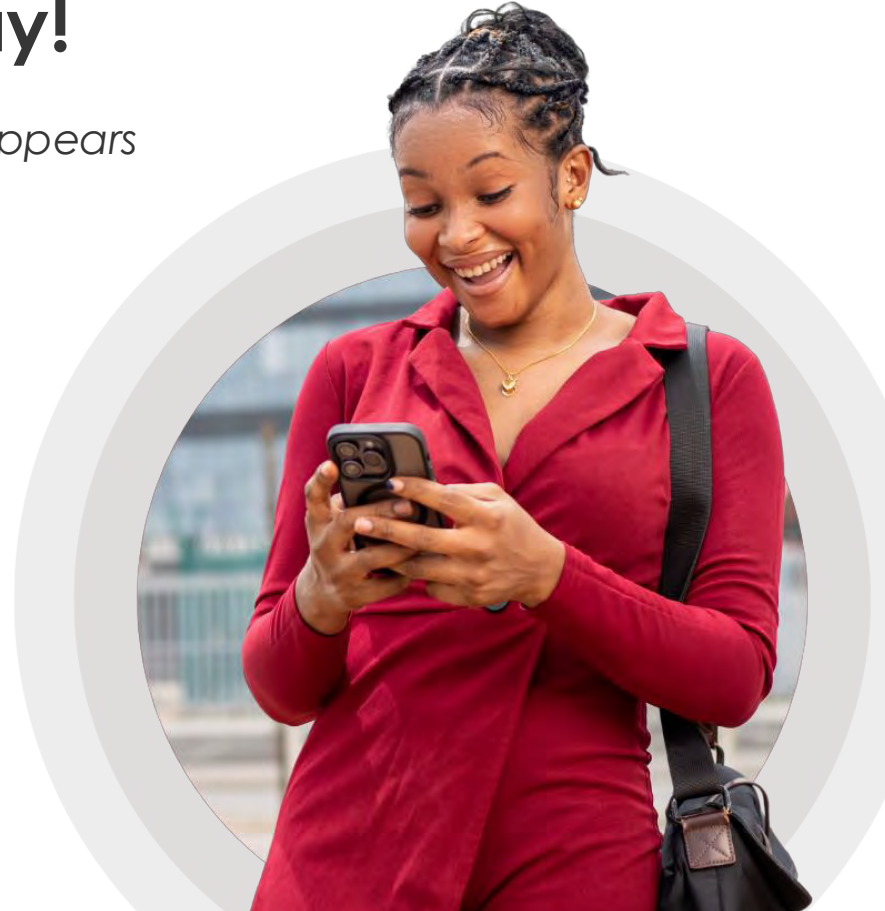
Increased civic engagement making government more accessible and transparent to forge long-term relationships

See GXA in Action Today!

Scan the QR code and tap the link that appears



Scan Here



Questions and Discussion

Drop your question in the Q&A!