View on Web

How AI can Reform and Transform Citizen Service Delivery

12th Sep,2024

In the digital age, citizens expect government services to be as seamless and efficient as their favorite apps. **Artificial Intelligence (AI)** is emerging as the game-changer in meeting these expectations, transforming how governments interact with and serve their citizens. From bustling metropolises to remote villages, AI is bridging the gap between citizens and their governments, creating a more responsive, efficient governance for a frictionless citizen experience (CX).

Imagine a world where interacting with government services is as seamless as ordering your favorite meal online. This isn't a distant dream, but a reality taking shape in forward-thinking regions like Telangana. The state's ambitious plan aims to improve service delivery for over 10 million citizens and boost government employee productivity by more than 20 per cent in just three years. But what does this mean for the average citizen? Picture this: instead of spending hours navigating bureaucratic mazes, you could have an AI-powered assistant guide you through processes like registering a new business or applying for social benefits.



From Singapore to South America: AI Success Stories

Singapore's "Moments of Life" initiative is a gleaming example of AI-driven governance. This immersive platform integrates various government services into a single, user-friendly app. New parents, for instance, can register their child's birth, apply for financial support, and schedule vaccinations all in one place. It's as if the government has anticipated your needs and bundled them together, saving you time and hassle.

In South America, cities like Buenos Aires are using AI-powered chatbots to assist residents with everything from garbage collection schedules to public transportation information. It’s like having a virtual city guide in your pocket, ready to answer your questions at any time of the day or night.

Behind the scenes, AI is working tirelessly to make government operations more efficient. In São Paulo, for example, AI is analyzing medical records to generate personalized treatment plans. It's like having a team of the world's best doctors reviewing each patient's case, leading to better healthcare outcomes and more efficient use of resources.

Challenges and Ethical Considerations

However, the path to an AI-powered government isn't without its challenges. Like a powerful tool, AI must be wielded responsibly. **Governments must ensure data privacy, prevent bias, and maintain transparency in their AI systems. It's a delicate balance, akin to a**

tightrope walker maintaining equilibrium while moving forward.

The journey to AI-enhanced governance doesn't require a complete overhaul of existing systems. Even small changes can have a significant impact. For instance, implementing a simple chatbot function or using AI to create personalized citizen outreach can be a great starting point. It's like planting a seed that will grow into a mighty tree of trust and efficiency over time.

The Differentiator- CSM Tech's omnichannel platform

CSM Tech designed an omnichannel platform – Janasunani for the Government of Odisha. With high stakes on citizen centricity, this immersive platform connects to the citizens for mapping, responding and redressing their grievances. The platform seamlessly bundles grievances from all sources for the authorities, making grievance handling and resolution responsive and inclusive. Janasunani has empowered the citizens to submit their grievances through offline and online mode and track the status too. The grievances are channelized into one cohesive system with a Unique Grievance Tracking Number. The system enables the first response to the citizen within 24 hours of submission of the grievance. Plus, the system has an auto escalation feature that ensures timely redress of grievances.

The AI-powered platform boasts an array of useful features- Citizen centric Web Portal & Web Chatbot, WhatsApp Chatbot for grievance registration & tracking, Mobile App for grievance registration & Tracking, Notification to Citizen and Authority through SMS & WhatsApp, Authority Web Portal for grievance resolution, workflow configuration for faster grievance resolution, Android & iOS App for authorities and citizens, reports & dashboard and weekly consolidated report to authorities. The AI-enabled system offers autosuggestion in selecting the related department as per the nature of the grievance available to the assigning authority.

The future of Governance is AI-borne



As we look to the future, the potential of AI in government is both exciting and transformative. From predictive policing that makes our communities safer to AI-driven environmental management that helps protect our planet, the possibilities are endless.

The **integration of AI in government services** is not just about technology; it's about creating a more responsive, efficient, and citizen-centric government. It's about building trust through better experiences and fostering positive relationships between citizens and their government.



AUTHOR:

Jayajit Dash

Senior Manager- Corporate Communications (Marketing)

© Copyright CSM Technologies, Level-6, E/56, Infocity, Chandrasekharpur, Bhubaneswar, Odisha - 751024