

Accelerating Experience-Orchestrated Government with AI

Drive operational maturity and citizen experience through AI-led government.



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50%
of organizations are transforming their CX stack to prepare for AI-driven experience orchestration.

Source: IDC's Future of Customer Experience Survey 2024



49%
of government organizations have invested in AI and ML to support citizen experience initiatives, and...



27%
plan further investments.

Source: IDC's Industry Insights Survey 2025 — Government

Adoption of generative AI
is the top digital infrastructure investment priority for organizations.

Source: IDC's Digital Native Business Survey 2024

Experience-Orchestrated Government

As public sector organizations face mounting pressure to modernize and deliver more responsive services, AI is becoming a strategic lever for transforming how governments engage with citizens and empower their workforce. Moving toward an experience-orchestrated model—where data, processes, and technology align to deliver consistent, efficient services—is fast becoming a necessity.

Operational AI in Today's Government

Governments are actively deploying AI to streamline operations, reduce service friction, and deliver measurable outcomes. IDC research shows that AI capabilities are being embedded across core government functions, from workforce optimization to citizen engagement. AI-enabled human capital management systems, for instance, help agencies better allocate resources, personalize staff development, and monitor performance at scale. These tools are crucial for agencies managing large, distributed workforces under increasing budget constraints.

On the citizen-facing side, AI enhances service delivery by powering intelligent virtual assistants and chatbots, enabling 24/7 self-service and freeing up staff to handle more complex or sensitive issues. This is particularly valuable in high-volume service environments such as benefits administration, licensing, or immigration processing, where responsiveness and accuracy are critical.

Looking ahead, AI's effective use in government will depend on proactive investments in digital infrastructure, data strategy, and organizational readiness. IDC emphasizes the role of modern platforms that support secure data sharing and interoperability across departments. These capabilities are essential for delivering joined-up services and supporting cross-agency insights.

Central to this vision is a unified approach to data governance. Public sector leaders must ensure that data can be responsibly collected, accessed, and acted upon without introducing risk or fragmentation. Strong governance not only enables compliance with data privacy regulations but also lays the groundwork for real-time analytics and predictive service delivery.

Another strategic imperative is preparing the workforce. Upskilling initiatives, coupled with the creation of roles focused on AI ethics and governance,

will be vital for ensuring that public sector employees can trust and effectively use AI in their daily workflows. Organizational change management will be just as important as the technology itself.

AI as a Catalyst for Transformation

AI's role in public sector transformation goes beyond automation. For citizens, AI opens the door to hyper-personalized services that anticipate needs and streamline interactions. For staff, it reduces manual workload and enables data-informed decision-making, improving both efficiency and job satisfaction.

As government agencies continue to navigate the complexities of AI integration, the focus must remain on building a robust foundation that supports seamless data integration, enhances workforce capabilities, and prioritizes citizen-centric service delivery. By strategically preparing for AI adoption and leveraging its capabilities, agencies can transform into experience-orchestrated organizations that deliver superior value to citizens and employees. The journey toward this future is not without challenges, but with the right investments and strategic focus, the potential benefits are immense.

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