



Accelerating the Journey to Proactive Government with Automation and AI

Data, integration, and humans with agents offer tremendous opportunities to transform government services.



Auto-Gov Alert

Complete the **registration process** for your parking permit.

[See more](#)[Later](#)

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AI has immense potential to improve government service delivery.

Government agencies often struggle to provide quick, modern services. This can lead to delays, poor use of resources, and unhappy citizens and employees. Artificial Intelligence (AI) can help solve these problems by making operations smoother, speeding up service delivery, and improving the overall experience for everyone.

Salesforce previously discussed how to design and transform government services in [Re-Imagining Public Services: 7 Practices for Proactive Governments](#). This paper expands on that one, demonstrating how AI – and agentic AI – can enhance agency efficiency, accelerate both digital and non-digital changes, and optimise the use of limited resources.

In the future, AI could completely change how government services work. Imagine a world where agencies can predict what citizens need before they even ask by using AI, agents, and connected data to provide easy, personalised services. This technology will help not just frontline services but also regulators and internal functions, making the whole government more proactive and efficient.

By using AI, governments can tackle current issues and move faster towards a future where citizen-focused services are efficient, fair, and proactive.



CHAPTER 1

Reduce service backlogs to better meet the public's expectations.

Many public organisations struggle to quickly meet citizens' needs due to increasing workloads and staff shortages. Local governments feel this pressure especially, as they handle daily services and national programs. Citizens, accustomed to AI tools in the private sector, expect the same from the public sector.

It's possible for government organisations to meet these expectations in the future and at the same time reduce or even eliminate their backlogs. Imagine waking up in your city in 2030 where your local government anticipates your needs before you even realise them. Before you start your day, systems have been working behind the scenes, analysing data from various city agencies and other government levels to identify potential issues and opportunities to improve your day and overall well-being.

There are many potential future use cases for AI to simplify citizen lives and help proactively address issues to keep backlogs and delays to a minimum. For example, when you check your phone in the morning, you see a personalised reminder to register for a street parking permit since you recently bought a scooter. The message includes a direct link to an app where you can submit your request and submit payment in just a few clicks, with most of the information already filled in from your profile and the national vehicle authority.

Proactive services like these keep you informed before you encounter issues. This frees up government workers who would ordinarily spend time answering phone calls or logging complaints and instead allows them to focus on addressing more complex, higher priority matters.

However, profound improvements require automation and simplification of the processes themselves. AI alone can't fix everything. Government organisations still need to undergo foundational digital transformation steps like integrating data and making sure it's clean and harmonised to fully take advantage of its potential. Once the right foundation is in place, AI, especially autonomous agents, can significantly speed up and improve services by understanding specific processes and individual contexts, taking action where possible, and identifying links between multiple services that a citizen is entitled to or involved in that can help governments workers create a more holistic citizen experience.



How can you start reducing backlogs at your organisation?

1

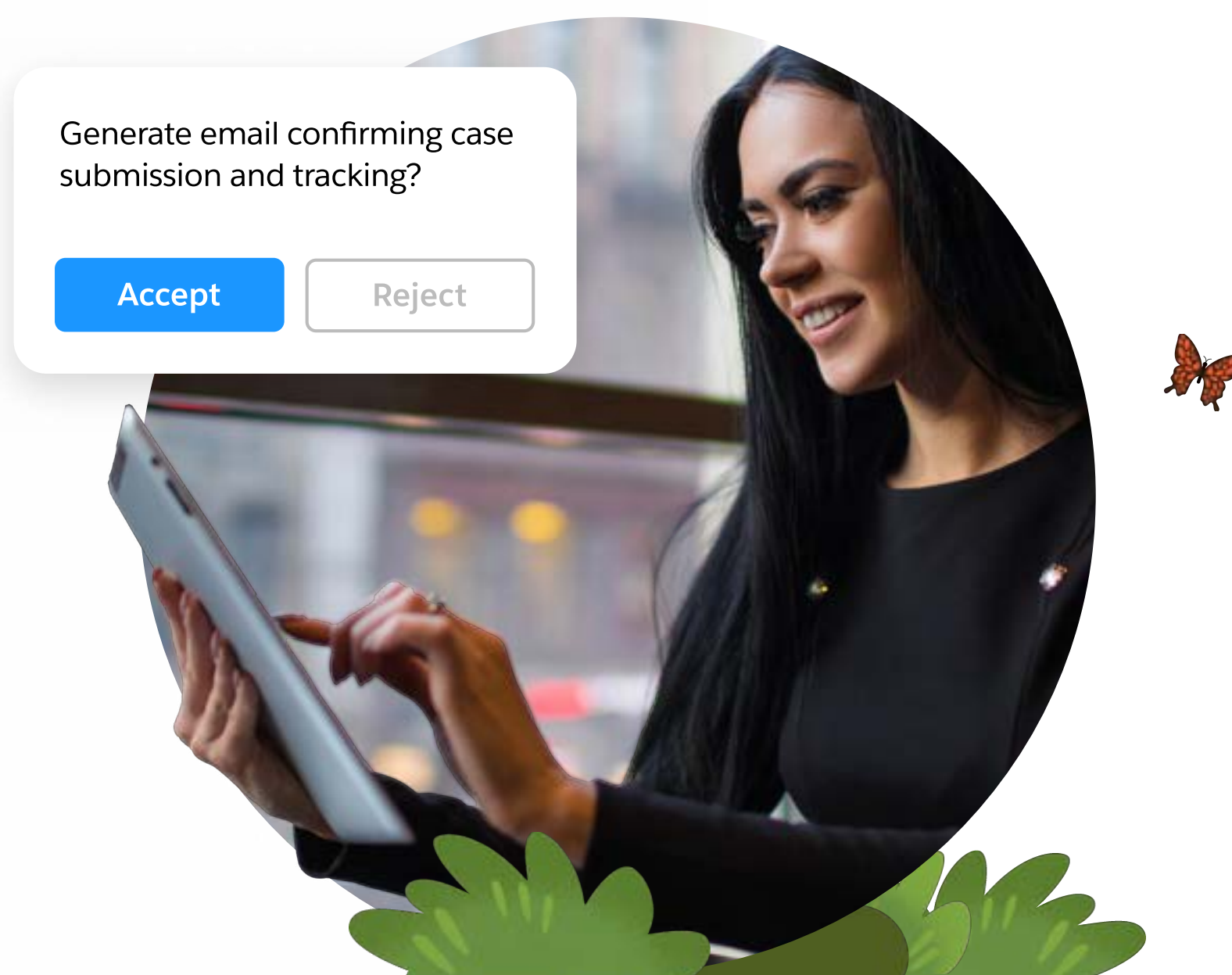
Use knowledge articles to reduce workload and improve citizen support.

Knowledge articles can help reduce the workload for local governments. Many local government websites are not well-organised, making it hard for citizens to find important information. As a result, citizens often contact different departments via email or phone to get answers. To handle these requests more efficiently, many cities are now offering knowledge articles on their websites. These knowledge articles can answer common questions and guide citizens to the right information, reducing the need for direct contact with government staff.

2

Take advantage of agentic AI to help speed up decision making.

Beyond just reducing the volume of incoming requests, agents can serve as reliable assistants. They can provide valuable support in several areas, including fraud detection when reviewing grant applications, making predictions about the impacts of government interventions, and auto-generating reports on cases or programs using available data. By integrating AI into your workflow, you can streamline processes and allow your team to concentrate on high-value activities that require human judgement and interaction.



CUSTOMER SPOTLIGHT

Thames Valley Police and Hampshire & Isle of Wight Constabulary

Joint U.K. police forces Thames Valley Police (TVP) and Hampshire & Isle of Wight Constabulary (HIOWC) share a collaborated service for contact management. Their contact centres are staffed with highly skilled call handlers, and when a victim reports a crime, this is the first interaction between victims and the police. Staff need to be empathetic, efficient, and responsive to build trust into every interaction.

The two forces serve a population of 5 million people, and the police take around 2 million calls from the public every year. All calls come to the contact centres, whether they're emergency calls or less urgent. Around 20% of calls were victims asking for an update on their case, which isn't routinely information that contact centre staff routinely have access to. Instead, victims had to wait for calls or correspondence from the officer handling their case. This was frustrating for victims looking for reassurance their case is being handled, and also for staff who were acting as the bridge between victims and officers as well as answering critical calls from someone in an emergency.

[Learn how TVP and HIOWC used technology to provide more personalised support for victims of crime.](#)



CHAPTER 2

Maximise the impact of limited resources.

Delivering proactive services requires coordinating resources efficiently across different areas, with a focus on helping as many people as possible, especially vulnerable populations. One key role of government is regulation, which aims to reduce harm and promote overall well-being, such as through economic development. A strong regulatory system ensures safety, welfare, and fairness in society. However, as technology advances rapidly, regulators face increasing challenges.

One major challenge is the complexity of regulations, which vary across different sectors and are often difficult to interpret and enforce. This makes it hard to maintain consistent oversight while also promoting innovation and growth. Additionally, those being regulated spend significant resources to comply with these rules.

Imagine a world where regulators shift from reacting to problems to preventing them; from strict compliance to risk-based assessments; from burdensome reporting to targeted, automated data collection; and from outdated methods to responsive regulations that keep up with changes. Modern digital technology, especially AI, can help regulators address these challenges. AI can enable real-time monitoring and proactive enforcement, helping regulators stay ahead of complex developments. AI can also assist regulated entities in understanding and navigating complex regulations more effectively. New AI models, including large language models (LLMs), are already being used to test compliance with policies and regulations, reducing complexity and the risk of missing important requirements.

Beyond regulation, AI can also help organisations that distribute funds, such as those providing individual benefits (like unemployment payments) or larger sums (like grants). Advanced analytics, powered by AI, can optimise the allocation of these resources to those who need them most or to programs that best achieve specific goals.

As regulators confront increasing challenges, AI provides a way to make regulation more efficient, proactive, and adaptable. While AI isn't a cure-all, it can significantly improve regulatory practices, creating a safer and more compliant environment for businesses and consumers. By adopting digital transformation, regulators can move from reacting to problems to preventing them, using AI to stop breaches before they happen, protect the public, and manage complex government policies in a fast-changing world. AI offers the tools needed to update regulation and meet the demands of a rapidly evolving society.



How can AI help you get the most out of your limited resources?

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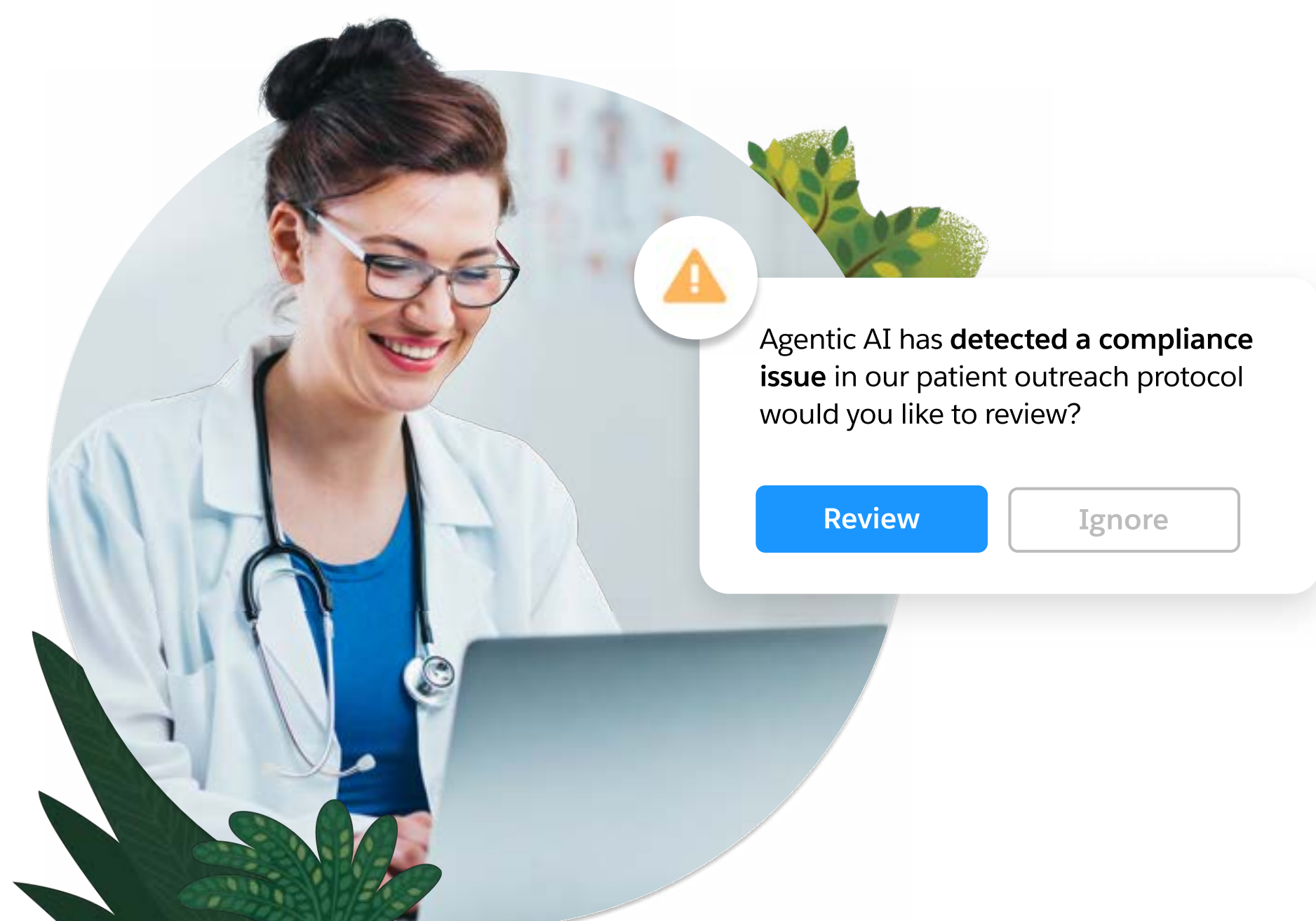
Predict Risks and Trends

Regulators can use AI-driven predictive analytics to spot potential risks and trends in regulated industries. By analysing large datasets, AI can find patterns that suggest non-compliance or new risks. For example, in financial regulation, AI can check transaction data to find unusual activities and flag them for investigation before they become major issues.

2

Automate Compliance Monitoring

Agentic AI can automate the monitoring of compliance with regulatory standards and policies. These systems use real-time data analysis and pattern recognition to find deviations from compliance rules and alert regulators. For instance, in healthcare regulation, agents can monitor patient records and clinical practices to ensure they follow medical guidelines and safety standards.



CUSTOMER SPOTLIGHT

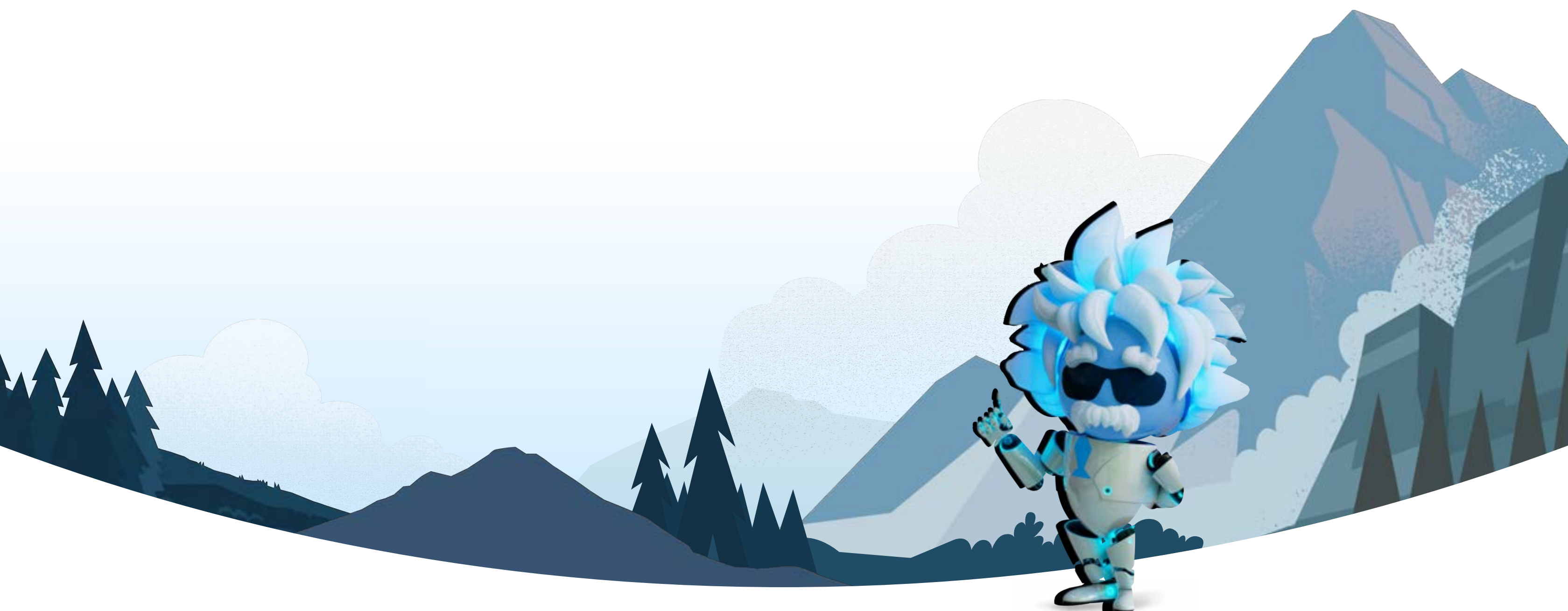
National Park Service: Volunteer.gov

With a portfolio encompassing national parks, historic sites, and monuments, NPS oversees and manages over 400 sites throughout the United States. In collaboration with five Federal agency partners, NPS spearheaded the revitalisation of Volunteer.gov, a government-managed platform that connects volunteers with causes close to their hearts, empowering them to actively contribute and create a meaningful impact.

Prospective volunteers can search and apply for volunteer opportunities through the Volunteer.gov site, a centralised portal offering opportunities for more than 70,000 volunteers across six Federal partner agencies. They can also use the portal for onboarding by completing any required forms, submitting documentation, and other tasks and materials relevant to the volunteer post.

On the backend, volunteer coordinators use Salesforce to post opportunities, review applications, and onboard selected volunteers. Automated workflows simplify form generation, attachment posting, and tracking volunteer progress. Coordinators can also monitor local metrics, demographics, and contribute hours through dashboards and reports to make data-driven decisions and support strategic goals.

[Learn more about how National Park Service and volunteer.gov are enhancing citizen engagement on the cloud.](#)



CHAPTER 3

Speed up agency responsiveness and service delivery.

Automation and simplification lead to faster results with less effort. This includes adjusting processes based on new policies or societal changes and refining processes based on observed performance.

In the public sector, this is particularly important for shared services and internal support functions. Efficiency in shared services is hard to achieve if departments are too different for a “one size fits all” approach, leading to costly delays or inefficient workarounds. AI offers flexible solutions so departments can operate in ways that suit them while still delivering efficiency gains.

Imagine a future where shared services are handled by thousands of specific agents, each managing tasks like retrieving information or submitting workflows. These agents, following set rules, are easier to create and deploy than complex, custom programming for each department. Agents change how departments use shared services. Civil servants will use familiar terms in semantic searches, which AI translates into actions for the shared service. This reduces training time, boosts adoption, and minimises the need for modifications, speeding up the delivery of shared services.

Predictive AI helps departments optimise their processes within a shared service. It analyses patterns to support demand and workforce planning. Civil servants will have easy access to supplies and services, often delivered proactively based on AI predictions that are constantly learning and adapting.



How can you start increasing efficiency across your shared services teams?

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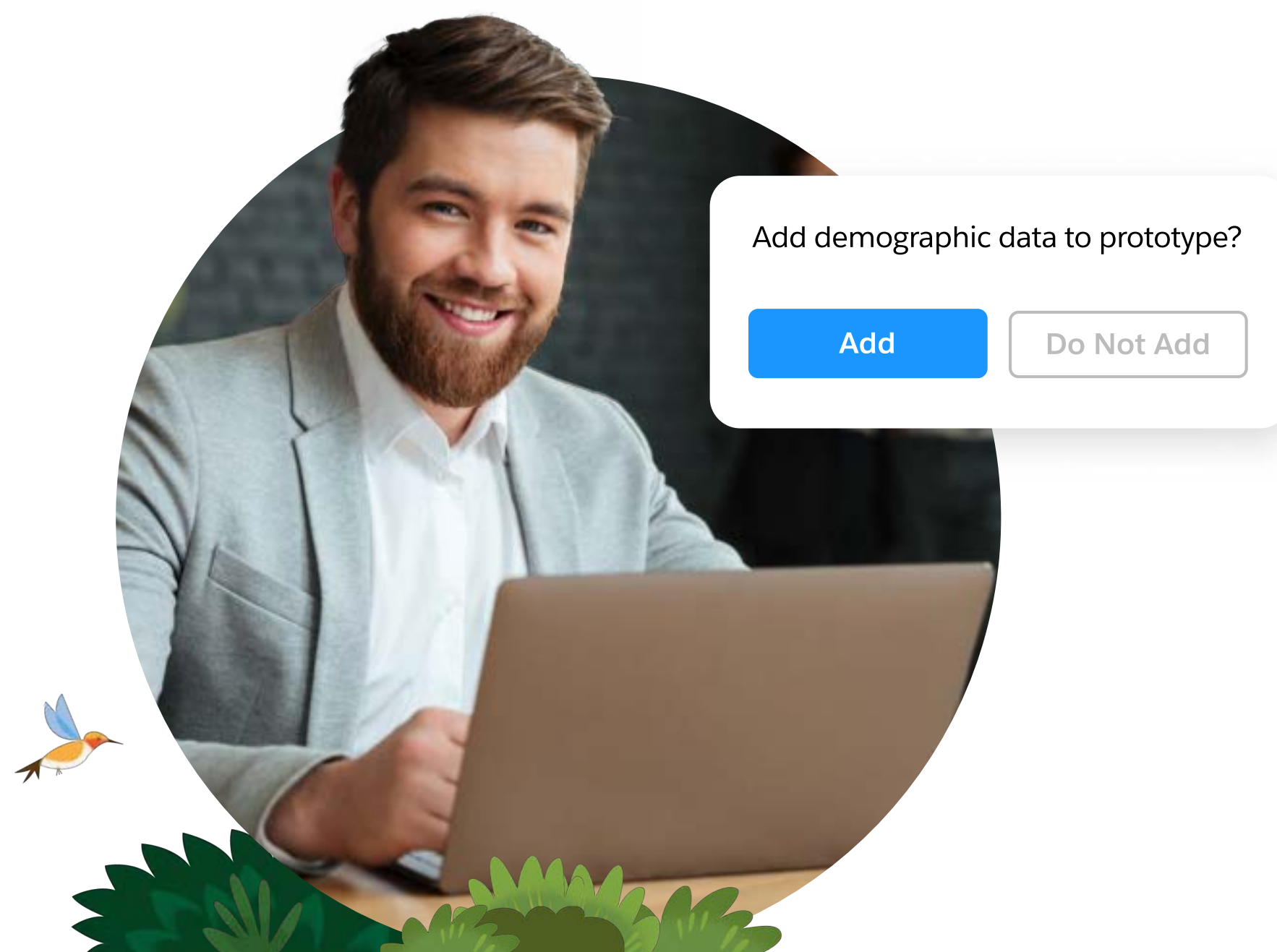
Use machine learning to identify efficiencies and forecast demand

By employing machine learning, we can analyse the effectiveness of shared service processes and predict future demand. This advanced analysis can be presented in an easy-to-understand interface that supports natural language commands, making it accessible to all users. With this system, managers can gain valuable insights into how well their shared services are performing and anticipate future needs. This predictive capability allows for better resource allocation and planning, ultimately leading to more efficient and responsive shared services.

2

Incorporate AI agents into your workforce training

Instead of relying on expensive traditional training methods for shared services, we can integrate learning documentation into an AI agent. These agents can be accessed through a user-friendly chatbot interface, allowing staff to learn through natural language conversations. By interacting with the agent, employees can receive immediate and personalised guidance, making the learning process more engaging and efficient. Additionally, the system can gather feedback from staff on their learning experience, helping to refine and improve the training process over time.



CUSTOMER SPOTLIGHT

Government Technology Agency of Singapore

The Government Technology Agency of Singapore (GovTech) enhances the government's digital capabilities to effectively improve citizens' and businesses' lives. Operating through its headquarters and services group, GovTech establishes dedicated IT teams and strategically partners them with more than 100 government entities, helping them integrate new technologies and ensure regulatory compliance.

One of GovTech's key missions is to investigate new digital engineering capabilities and determine if they should be incorporated within the government. Its strategy for integrating new capabilities and its establishment of a centre of excellence (CoE) can lead the way for other agencies who want to learn how to:

- **Employ a cloud-based solution**
- **Build a CoE to help train and provide support**

GovTech's transformation journey can be a model for any government agency or business looking to modernise its digital operations and understand how the cloud can help improve relationships with staff, customers, and more.

Take a closer look at how GovTech's centre of excellence propelled a smooth transition to the cloud.



CHAPTER 4

When implementing AI, consider these key transformation factors.

When integrating AI into existing systems, you should focus on the following key areas to ensure a smooth and effective transition. These areas range from technical aspects like process automation and data connectivity to ethical and operational concerns such as responsible use and change management.

Connect your systems onto a single platform

Before introducing AI, it is essential to automate non-AI processes to create a connected ecosystem. This involves linking various systems so that the AI model can train on comprehensive data sets. Automating these processes not only prepares the groundwork for AI integration but also delivers quick initial returns on investment and efficiencies. By streamlining workflows, organisations can achieve immediate cost savings and operational improvements, making the transition to AI more seamless and beneficial.

Clean and harmonise your data

Data connectivity is a cornerstone of successful AI implementation. Ensuring that data from various sources is connected and accessible allows the AI model to train on a rich and diverse dataset. This integration helps build a single, unified view of the customer, enabling more accurate and personalised insights. By connecting data, organisations can make the most of AI to identify patterns, predict behaviours, and make data-driven decisions that enhance citizen experiences and operational efficiency.

Prioritise responsible use

Ethical considerations are paramount when deploying AI. This includes ensuring safety by addressing potential biases and toxicity in AI models. Organisations must also consider the sustainability of AI solutions, balancing energy use against the impact on the environment. Transparency is another critical aspect, as AI-enabled services should offer accountability and traceability. This means that the decision-making processes of AI models should be understandable and auditable, fostering trust among users and stakeholders.



Develop a robust change management plan:

Effective change management is crucial for the successful adoption of AI. This involves planning for incremental rollout to ensure that both internal and external stakeholders can adapt to the new technology. Adoption strategies should include training programs, communication plans, and support mechanisms to help employees and customers understand and embrace the changes. By managing the transition carefully, organisations can minimise resistance, maximise adoption, and ensure that the benefits of AI are fully realised.

By addressing these transformation considerations, organisations can lay a solid foundation for AI implementation, ensuring that the technology not only delivers on its promises but also aligns with ethical standards and operational goals.



CHAPTER 5

Agentic AI holds the key to more proactive government services.

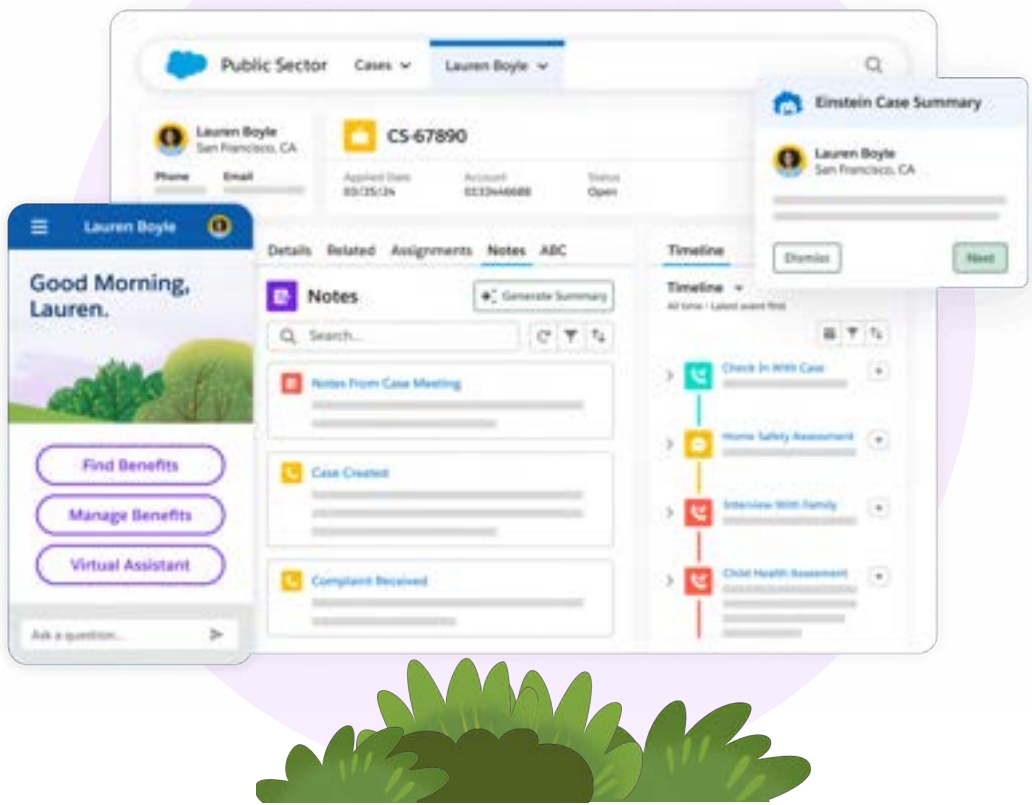
Looking ahead, the potential for agentic AI in the public sector is vast. Imagine a future where local governments can anticipate citizen needs by using agents to analyse data and provide tailored, proactive, easy-to-use services for citizens. Agents can also transform regulatory enforcement, moving from reactive to proactive approaches through real-time monitoring and predictive analytics, simultaneously reducing harm to society, cost of oversight, and cost of compliance. This proactive stance enhances regulatory efficiency and ensures better public protection, ultimately creating a more responsive and citizen-centric governance model. At a more profound level, public sector organisations can become more efficient and impactful through more effective shared services that reduce general overhead.

Embracing AI is about more than addressing immediate concerns. It is about crafting a future where government services are seamless, equitable, and forward-thinking. By investing in prevailing digital transformation practices and AI, governments can ensure that services are not only efficient but also personalised and proactive, addressing the unique needs of each individual. This shift towards AI-driven governing is the key to building a more inclusive and responsive society.

We recognise that competing priorities and functional and technical dependencies may complicate your ability to take immediate advantage of the promise of AI. We are here to help. Our public sector AI experts are available to support your readiness assessments and strategic technology planning, and assist in your experimentation efforts to accelerate your journey to a proactive future.



Take a closer look at how you can accelerate mission success with Salesforce for public sector.



Paris 2024 Delivers Unique Fan Experiences

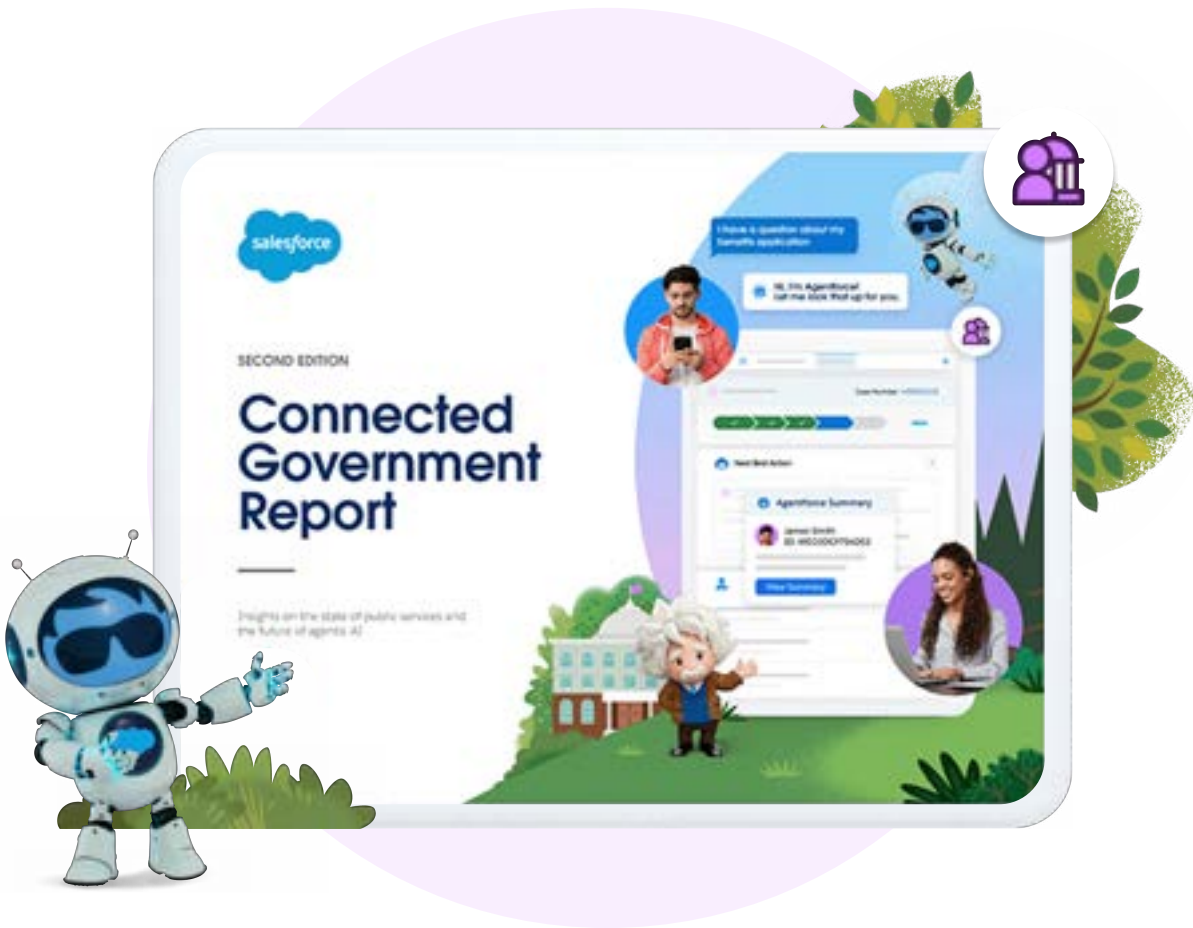
Discover how Paris 2024 personalized the Olympic experience for 8 million fans.

[Read the story](#)

Agentforce for Public Sector

Learn how to modernise government services and increase operational efficiency with proactive agents and automation.

[Learn more](#)



Connected Government Report

Insights on the state of public services and the future of agentic AI.

[Get the report](#)



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