



# The power of digital integration in the public sector



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One thing I've learned from working in the public sector is how deeply many government employees care about making a difference in people's lives. Empowering these case workers and front line agents is a big part of why I love my job at Avanade where our purpose is anchored in making a genuine human impact.

What's surprising though is that 63% of families say their needs are not properly met by social services (that data point is from an Accenture Citizen Survey). That's a huge problem, especially during times of crisis where needs are exacerbated.

**Why is this happening?**

While participating in an interesting conversation with public sector leaders at a recent Avanade [event](#), a glaring issue was revealed: The public sector is struggling to digitally integrate its multiple programs and platforms.

This means agencies — from employment to food assistance — do not have a true understanding of their citizens' current or future situations which in turn creates a poor customer experience that can have serious consequences.

### The power of data integration

Digitally unifying citizen data across platforms, creating complete customer profiles, opens the door to swiftly and seamlessly delivering critical care where it's needed most. It gives employees a full picture of their citizens' situation and the areas where they can make the biggest impact.

As an example: machine learning and AI can identify a pattern of late utility bill payments to help with early detection of those who might need food assistance. Think proactive action and early intervention, which can prevent a bad situation from becoming worse.

Social services can use technology to do targeted, meaningful outreach, predict citizen need to help prevent crisis and provide citizens with the resources they need most. These actions can help uplift individuals and give them an equitable chance at health and happiness.

Check out the event on-demand [here](#).

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