THE USE OF ARTIFICIAL INTELLIGENCE (AI) TO SOLVE PUBLIC SECTOR PROBLEMS

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ARTIFICIAL INTELLIGENCE
FUTURISM/INNOVATION TRACK

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UNDERSTANDING AI

ESTABLISHING A
SHARED UNDERSTANDING

Michael Mattmiller
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What AI is...
Amplifying human ingenuity with intelligent technology

Reasoning
Learn and form conclusions with imperfect data

Understanding
Interpret meaning of data including text, voice, images

Interacting
Interact with people in natural ways
Why now?

- Grant calculator 1877
- AT&T Voder 1939
- Shakey reasoning robot 1969
- GUI 1981
- Sphinx voice recognition 1992
- VaMP self-driving car 1994

Powerful algorithms
Compute power
Big Data

Mechanical
Electronics
Computers
Cloud + AI
Transform products
Optimize operations
Empower employees

DIGITAL TRANSFORMATION & AI

Engage customers
Empower employees
Optimize operations
Transform products
Digital transformation & AI

Engage customers

- Conversational agents
- Customized experiences
- Customer analytics
Digital transformation & AI

Enable your employees

Employee productivity
Business data differentiation
Organizational knowledge
Digital transformation & AI

Optimize your operations

Intelligent predictions
Operational efficiency
Deep insights
Digital transformation & AI

Transform your products

Product innovation
Differentiated experiences
New scenarios
How Government is Using AI
Surfacing intelligence in the public sector

- Engage and service citizens more effectively
- Empower employees to deliver efficient service
- Optimize government operations
- Transform your services

- Deliver on-demand digital services
- Provide citizens excellent customer service
- Understand citizen and business needs
- Equip employees to stay connected
- Streamline case management
- Automate manual, time-intensive processes
Engage and serve citizens more effectively to increase trust and engagement

Enable personal assistants to guide citizens through a service request

Employ intelligent search agents to deliver personalized on-demand digital services

Keep citizens informed with automated tools that route and monitor service requests
Empower employees to deliver more efficient service

Create self-service bots to give employees instant access to knowledge base

Provide digital assistants to create personalized employee learning management experiences

Leverage advanced analytics to expedite the workflow process and identify the next best action
Optimize government operations and make the most of limited resources

Employ advanced analytics and predictive models to identify and prevent regulatory and compliance risks.

Capture, prioritize, and route service requests to the correct employee and improve response times.

Enhance connected devices to monitor critical facility systems and adapt to shifting energy demands.
Transform your services to provide enhanced value to citizens

Leverage internal and public data to measure and augment the impact of government initiatives

Track trends that inform future planning to achieve desired outcomes

Ensure optimal service using predictive models to recommend ideal inventory levels and workforce allocation
Reinventing smart support centers to citizens

Bots are communication interfaces with natural language processing capabilities

Contact center of the future

Deepen engagement
Smart recommendations, personalization, immersive experiences

Infusing business processes with intelligence
Cloud-based CRM that incorporate cognitive services

Hidden insights beyond your data
Advanced analytics, Machine learning, Data enrichment
Using AI to Tackle Homelessness

**Challenge:** Beaverton, OR wanted to implement a Safe Parking program with cooperation host neighborhoods

**Approach:** Using Zencity, a tool that uses AI and ML to understand real-time community feedback:

- Continuously tracked the program’s community impact
- Understood neighborhood-specific concerns
- Differentiated how the majority of residents felt about the program, and having a more nuanced understanding of resident discourse.
- Better showcased to residents the way in which the City listened and integrated their feedback and ideas
LEVERAGING AI

GEORGIA SMART COMMUNITIES CHALLENGE

Debra Lam
Managing Director of Smart Cities and Inclusive Innovation
Georgia Institute of Technology
Workforce Development

Smart Community Corps
Civic Data Science

5 student interns embedded in communities
10 student researchers supporting projects

Strategic Energy Institute - EPI Center | Center for Serve-Learn-Sustain | Center for Career Discovery & Development | Student Government Association

6,000 hours of project support
GEORGIA SMART COMMUNITIES CHALLENGE

Enabling Resiliency and Sustainability through Academic Research and Public Sector Collaboration

FIELD GUIDE

#ICMA2019
MAXIMIZING AI
AUTOMATION IN LOCAL GOVERNMENT

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Deliver change in the user experience that:
• improves customer satisfaction,
• reduces time to take action, and
• improves trust in council.

Improve employee satisfaction, provide them with more time to satisfy the customer and develop future skills capability.

To RPA or Not.......

• Understand the challenges that the organization, employees and clients/customers face

• Quantify the challenges with the people who know

• Work through solutions to address a challenge

• How do we build the solution and capability that delivers the desired outcome

• Build and put into production the identified solution

• Realize the improved operating environment that is delivering the outcome identified

“Don’t say NO, identify ways to support and assist!”

#ICMA2019
# BOT’s Delivering Results

<table>
<thead>
<tr>
<th>Animal Management</th>
<th>Rates Clarification</th>
<th>Compliance &amp; By-Laws</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of integration</td>
<td>Payment detail issues</td>
<td>Lack of integration</td>
</tr>
<tr>
<td>Transparency/visibility issues between teams</td>
<td>Legacy systems</td>
<td>External data sources</td>
</tr>
<tr>
<td>Delay in job dispatch</td>
<td>Multiple checks</td>
<td>Delay in job resolution</td>
</tr>
<tr>
<td>Dissatisfaction</td>
<td>Debt collection</td>
<td>‘Neighbors in dispute’</td>
</tr>
<tr>
<td>SAP &amp; GEOP</td>
<td>Contingent workforce</td>
<td>SAP, GEOP &amp; API’s</td>
</tr>
<tr>
<td>6,200 hrs / 40,000 requests</td>
<td>3,500 hrs / 24,000 rates</td>
<td>2,200 hrs / 13,000 requests</td>
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</tbody>
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Snapshot of Other BOT Activities

**Russel**
Public consultation activities to support the Long-range Plan and Regional Land Transport Plan.
- 35,000 submissions / 8,000 hrs

**Wanda**
Project Management platform (Sentient) to SAP Integration.
- 1,500 hrs

**Zac**
Unallocated credit matching in SAP for customer payments
- 11,800 payments / 1,500 hrs

**Sam**
Goods receipting in SAP for Accounts Payable
- 14,000 invoices / 3,600 hrs
Delivering Sustained Cultural Change

- ICT engagement
- Executive support
- Manage the dialogue
- Inclusive and collaborative
- Change management
- Employee capability development
- Community engagement
- Don’t become complacent
THANK YOU

Questions?