



# Building the Digital Foundation for Frictionless Government CX.



## Building the digital foundation for frictionless mission CX

Today's citizens demand a higher degree of service delivery from Federal agencies, influenced by digital interactions with private sector organizations. Whether it's filing taxes electronically, or applying online for Social Security benefits, or completing a visa waiver application, citizens are seeking digital-first interactions that are faster, seamless and more personalized. In a recent report by Harvard Business Review, 60 percent of sampled U.S. residents report a strong preference for digital channels, compared with 30 percent for phone and 27 percent for in-person government interactions.

Federal agencies have made significant progress in citizen experience (CX), such as making citizen information available online and interacting with users via apps. However, there is still opportunity to leverage existing data to take digital services to the next level. Through the integration of technology, such as Artificial Intelligence (AI), and government-wide guidance like the White House's Identification of key life experiences for anticipatory services, Federal agencies are finding new momentum behind this long-standing priority.

### Getting started

A key aspect to implementing robust digital services is making massive back-end improvements – that is the data foundation that integrates data across all aspects of the organization. In many cases, this data is unstructured, siloed and therefore inaccessible for analyzing, sharing

and informing decision-making. The shift begins with digitalizing existing records – both electronic and analog. To jump start unlocking valuable data trapped on records, agencies should consider Intelligent Document Processing (IDP) to make automated digitization and valuable metadata capture a reality.

### Bringing value to your agency

Iron Mountain's InSight® IDP is a one-touch solution that securely captures digital data, in concert with the digitization process, enabling government agencies to interact with their core applications and extract valuable insights. Powered with AI and Machine Learning (ML), the solution can extract information eight times faster, and with better accuracy than traditional methods. This provides a quick and cost-effective way to digitize data trapped on paper, microfiche, tapes, pdfs and more.

### Did you know?

Delivering more digital engagement is consistently top of mind for Federal Chief Information Officers. In fact, Clare Marbrano, Federal CIO, shared guidance to deliver a digital-first government, to meet public expectations by identifying seven pillars to accelerate digitization. These pillars must be based on solid, accurate data.



State and local agencies are facing growing demand for improved citizen service delivery, emphasizing the need for faster, seamless and more personalized digital interactions. In fact, state chief information officers continue to prioritize enhancing digital engagement, as digital government has made NASCIO's annual State CIO Top 10 Priorities list every year since 2018.

Despite government's progress in citizen experience, there is still opportunity to leverage existing data to take digital services to the next level. This requires significant back-end improvements, particularly in handling unstructured and siloed data. To address this, agencies can build a strong data foundation that digitizes and integrates data across all aspects of the organization using Intelligent Document Processing (IDP).

This article explores how Iron Mountain InSight® IDP enables faster and more accurate information extraction from various formats. The solution securely captures digital data, in concert with the digitization process, enabling state and local agencies to interact with their core applications and extract valuable insights. Learn how Iron Mountain InSight® IDP positions organizations to navigate modernization efforts effectively, while also meeting the evolving demands of modern citizen experience.