SALESFORCE

A trusted partner on the transformation journey

The Salesforce AppExchange offers a robust ecosystem of applications and consultants for speeding modernization

Mia Jordan
Salesforce

There are many obstacles and blind spots on the journey to digital transformation in government. For one, agencies often focus on a single project and miss the opportunity to create a roadmap for transformation that addresses pain points for customers, employees or general operations.

Another stumbling block happens when everyone isn't on board and digital transformation ends up relegated to pockets of the organization. It is important to have modernization champions throughout an agency, where everybody in the C-suite is responsible for the success of digital transformation — not just the CIO.

There is also a need for a clear communication strategy that supplies a constant drip of information about what's happening, when it will happen, who will be affected and what the outcome will be.

> " Recent advances in artificial intelligence give agencies the opportunity to embrace automation to streamline operations and better serve constituents."

Shifting government from reactive to proactive

Artificial intelligence has a vital role to play in digital transformation, and the technology can be divided into three tiers: automation, predictive AI and generative AI.

Despite the many years of digital transformation and technology modernization, there hasn't been an intentional push toward automating as much as possible. Many government agencies are still mired in paper, but recent advances in AI give them the opportunity to embrace automation to streamline operations and better serve constituents.

Once agencies have automated their processes, they can use predictive AI tools to better forecast how their resources, benefits or services will be used so they can go from being reactive to being proactive. For example, a proactive government would send me a text or email message 90 days before my passport expires and ask me to set an appointment for renewing it. At 60 days, it would offer me an appointment, and at 30 days, someone would call to say I've been scheduled for an appointment.

In terms of generative AI, there is some fear about the impact the technology will have on people's jobs. At Salesforce, all of our products are designed with predictive and generative AI incorporated in the flow of work because we understand the importance of a human as part of the equation. Instead, we're thinking about how those tools can prompt employees to take the next best action. For example, how can AI help them decide whether they should approve a grant application or whether an individual qualifies for other benefits?

iStock
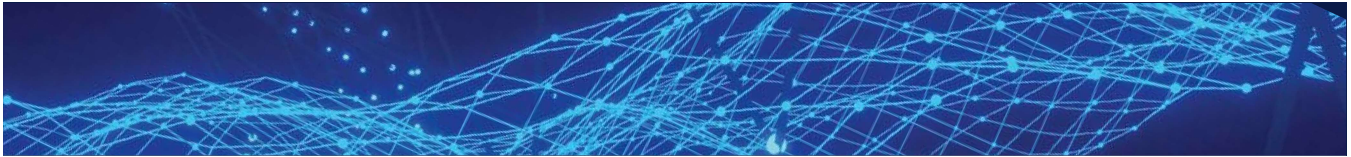
In addition, virtual assistants and chatbots can quickly direct users to the information they're seeking on a government website. Similarly, tools like AI co-pilots can provide employees with the right information at the right time so they can be more productive and add value to customer interactions.

A wealth of resources for digitizing processes

The Salesforce AppExchange is the most trusted enterprise cloud marketplace, with more than 7,000 apps and certified consulting organizations. It is one of the first places Salesforce customers should explore when seeking to digitize new — or modify existing — business processes.

The AppExchange provides:
- Ready-to-install third-party applications.
- Building blocks for creating apps and custom pages without code.
- Prebuilt templates for industry solutions and consultants.
- Pre-integrated, approved, scalable data solutions with real-time enrichment.
- Prebuilt business processes to accelerate automation.
- Certified experts with deep industry knowledge to tackle challenges associated with Salesforce integration or implementation, organizational culture, and customer experiences that need to adapt to changing business requirements.

The goal is to enable agencies to solve their unique business challenges and accelerate their digital transformation no matter where they are in their Salesforce journey. ■

Mia Jordan is a digital transformation executive at Salesforce.

Accelerate Mission Impact with
Data+AI+CRM+Trust.

salesforce

Meet the future of government with the #1 AI CRM. Modernize government service and increase operational efficiency with automation. Unify and harmonize data on a compliance-enabled cloud and innovate faster with a low code application platform for government.