

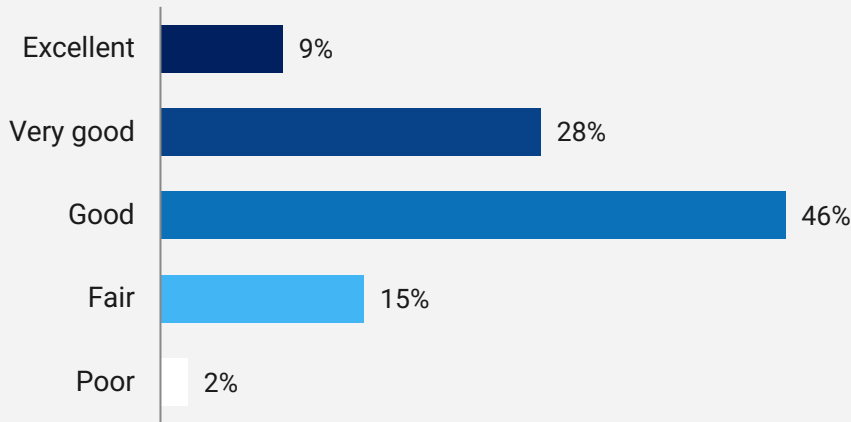


Introduction

Amidst the federal government's heightened focus on enhancing data utilization, agencies are delving into artificial intelligence (AI) and machine learning (ML). Yet, the adoption of these cutting-edge tools and technologies pose significant challenges. These challenges include leveraging data to revolutionize customer experiences, addressing cyber security concerns, ensuring staff expertise, and navigating the landscape of overall IT spending and agency investment priorities. In October and November of 2023, GovExec's Insights and Research Group (IRG) polled 100 Federal Civilian employees to investigate these areas of interest.

Utilizing Data in Customer Experience

How would you rate your organization's ability to use data to deliver a better customer experience?



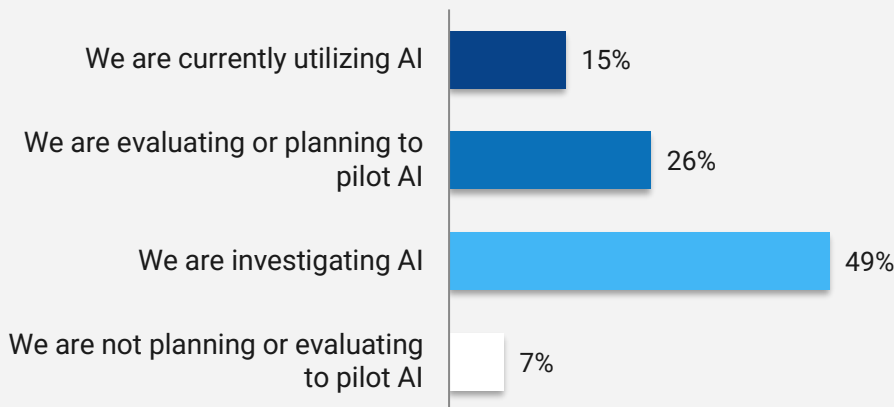
Examples of Data Utilization

"We track a variety of metrics on the customer experience. We have **dashboards, metrics, and a myriad of teams** to focus on areas of improvement. **Practicing continual improvement** across our services."
– Veterans Affairs

"Use of **agency-wide databases and complementary purpose-built databases** that are linked with **parent system** for data sharing."
– Health and Human Services

Status of Artificial Intelligence (AI) Usage

Which of the following best describes how your organization is using artificial intelligence (AI) in data use and management?



Examples of AI Usage

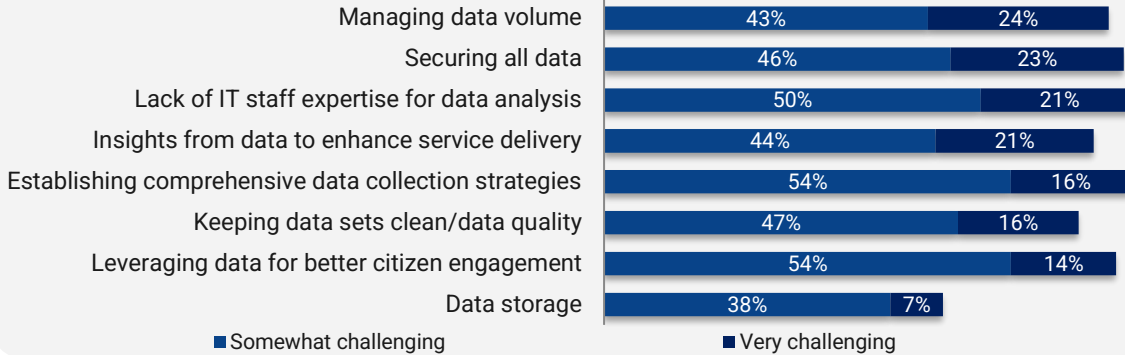
"We have developed a **Solicitation Review Tool (SRT)** and an **Accessibility Review Tool (ART)**. We are working to merge them into one tool. AI is foundational to improving **standardized language** in all our applicable solicitations."
– General Services Administration

"We are utilizing AI to assist **taxpayers authenticate themselves** as well as have a **pilot** for taxpayers to file their tax returns."
– Treasury



Data Challenges

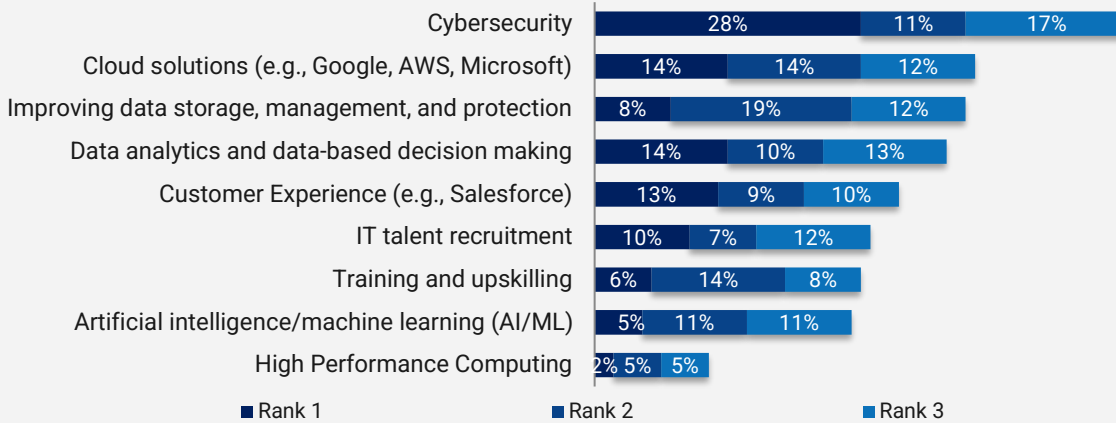
To what extent are each of the following challenging for your organization regarding the use of data across agency initiatives?



Data volume, securing all data, and lack of IT staff expertise are the top challenges in using data across agency initiatives. Data storage is the least challenging.

Investment Priorities

What are your organization's biggest investment priorities for the next 12 months?



Looking ahead, cybersecurity, cloud solutions, and improving data storage, management, and protection are the top investment priorities. The lowest priority is high performance computing.

Maximus Perspective

Efficient data management is pivotal for optimizing the customer experience (CX) within government and federal health agencies. Rapid and well-informed decision-making, facilitated by real-time data, is crucial for enhancing critical federal services. Despite some progress in IT modernization efforts, this report shows that 43% of agencies are finding management of the volume of data being collected is still a challenge.

Despite some progress in IT modernization efforts, numerous challenges persist for agencies striving to swiftly access pertinent data. Internal cultural barriers and ineffective IT infrastructure are among the factors impeding progress in this regard. Streamlining data management is essential not only for bolstering the efficiency of federal services but also for fostering a more personalized and secure CX.

By addressing these challenges and tapping into AI/ML technologies, agencies can unlock the full value of data and significantly improve their responsiveness, benefiting both the agency and the citizens they serve.

For instance, through the implementation of responsible automation, AI, and ML tools and capabilities, an agency's reach of healthcare service delivery across many populations and communities can be increased. These capabilities enable the secure and trusted exchange of communications and data for use by various parties, designed for and delivered in a manner that meets the vast needs of those being served. These capabilities can be further enhanced through community outreach focused on the citizen experience to drive continuous improvement.

Methodology

GovExec's Insights & Research Group deployed a 4-question poll to a random sample of 100 Federal Civilian employees involved in their agency's selection or management of government contractor firms that provide technology products and services. The poll was fielded in October and November 2023.

About the Insights & Research Group

As GovExec's research division, the Insights & Research Group (IRG) is dedicated to advancing the business of government through analysis, insight, and analytical independence. An extension of Government Executive's 50 years of exemplary editorial standards and commitment to the highest ethical values, the IRG studies influential decision makers from across government to produce intelligence-based research and analysis.

About Maximus

As a leading strategic partner to governments across the globe, Maximus helps improve the delivery of public services amid complex technology, health, economic, environmental, and social challenges. With a deep understanding of program service delivery, acute insights that achieve operational excellence, and an extensive awareness of the needs of the people being served, our employees advance the critical missions of our partners. Maximus delivers innovative business process management, impactful consulting services, and technology solutions that provide improved outcomes for the public and higher levels of productivity and efficiency of government-sponsored programs. For more information, visit [maximus.com](https://www.maximus.com).