

# Fed Future 2030

A hyper-personalized  
experience awaits

**CGI**



Imagine walking into the virtual equivalent of your favorite local coffee shop. Instead of ordering an Americano, though, you're applying for a passport, federal grant or federal benefits program.

In 2030, this isn't science fiction; it's the emerging reality of a customer-centric, hyper-personalized interaction model between the federal government and its constituents.

## What does this future mean for government executives?

Let's delve into a future where we've elevated constituent engagement to a whole new level.



# Envisioning a bold new future

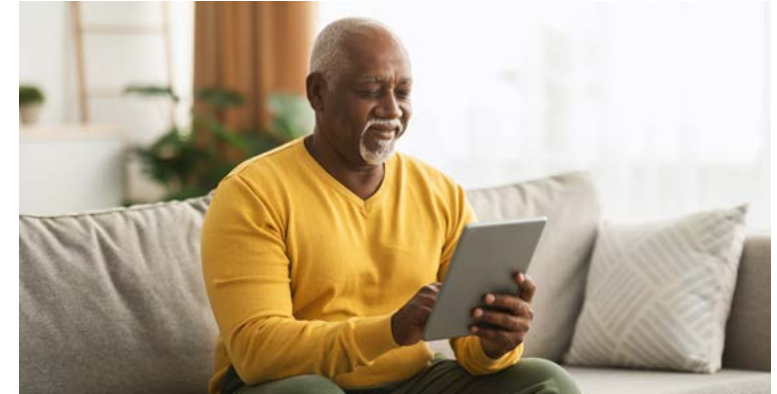
2030 constituents expect a government experience tailored to their unique needs and preferences, no matter what task they are trying to accomplish—whether applying for veterans’ benefits, navigating the complexities of immigration, or launching a new small business. Technology will enable:



**Ease of engagement:** AI-powered systems anticipate the public’s needs and deliver relevant information quickly before they even ask. Receive automated updates on the status of your tax refund, a reminder that your passport will expire soon, or personalized guidance on Social Security benefits via your smart phone or virtual assistant.



**Omnichannel accessibility:** Technology enables seamless interaction across any device. Imagine applying for a grant through a virtual reality town hall or requesting an update on the status of your student loan application via smart speaker integration.



**Hyper-localized services:** Federal services tailored to the specific needs of communities and even individual neighborhoods become the norm. Think targeted disaster relief efforts based on real-time damage assessments or localized environmental regulations based on micro-climate data specific to your city block.

# Will technology replace humans?

Despite the rise of AI and related technologies – or perhaps, even, because of it – constituents will demand to engage with other humans at key points in government processes. This will require a careful orchestration of **human-AI collaboration.**

While technology will drive personalization and convenience, the human touch will remain irreplaceable.



## Humans deliver empathy

While technology focuses on handling routine tasks and generating personalized responses, humans bring emotional intelligence and judgment to each interaction. Whether it's navigating a complex legal issue or seeking emotional support after a natural disaster, constituents will demand both technological efficiency and authentic human interaction.



## Hybrid interactions are the norm

Government interactions of the future will seamlessly integrate automated and human elements into each transaction. Imagine secure video calls served up within AI-powered portals that allow constituents to instantly connect with a human representative if they need clarification or support. Virtual town halls could seamlessly transition to facilitated small group or one-on-one discussions, ensuring participants obtain the tailored information they need.



## Positive interactions build trust

Hybrid human-AI interactions deliver efficient, personalized, and empathetic exchanges between government and constituents. As a result, those who interact with the government feel that their questions are being accurately addressed and their issues are being heard. At the same time, they understand how technology like AI is being used responsibly, instilling confidence in the logic of machines and the warmth of human interaction.



## Positioning the workforce of the future

This new hybrid model inevitably requires reskilling our government workforce. Public servants will need to become adept at collaborating with AI, interpreting data insights, and providing empathetic support alongside technological solutions. Imagine grants managers trained to leverage AI-powered tools to advise how to optimize program results through guidance tailored to the grantee's community.

**In 2030, robots will augment government employees but won't replace them.**

AI will handle the mundane, leaving human representatives free to focus on what truly matters—building trust and meaningful connections with the people they serve. Embracing this human-AI collaboration is the key to unlocking a future where individuals feel both understood and empowered by their government.

# Achieving this 2030 vision requires action now

CGI experts are excited to work with federal change-makers to envision the future. We recommend immediate attention to these areas to forge a hyper-personalized, customer-centric future:

- **Supercharge your data strategy:** Invest in data collection, storage, and analysis capabilities. Ensure your policies for ethical use of data evolve to meet where technology—and expectations—will be in 2030.
- **Build AI expertise:** Recruit and train staff with skills in AI development and implementation; partner with industry to train and implement. Evolve your agency's culture to consider data and AI knowledge as inherent competencies required for public service.
- **Engage with constituents:** Start conversations about hyper-personalization and address concerns about data privacy now. Pilot ideas with real stakeholders early to assess whether your vision meets their expectations.
- **Modernize with hyper-personalization in mind:** Agency investments in modernization today fuel this 2030 vision. The path to transforming interaction models to achieve a hyper-personalized government of the future requires investment now.

At CGI, we believe that, by 2030, constituents will demand a hyper-personalized model for interacting with government. Data and AI will support that vision. By embracing this future, we can build a government that is truly responsive to mission objectives and constituent needs.



## About CGI

### **Insights you can act on**

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world. We are insights-driven and outcomes-based to help accelerate returns on your investments.

Our 45+ year history serving federal customers gives us a unique vantage point from which to understand your challenges and move with agility to solve them. We operate at the intersection of bold thinking and disciplined execution to rapidly achieve uncommon outcomes at scale.

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