

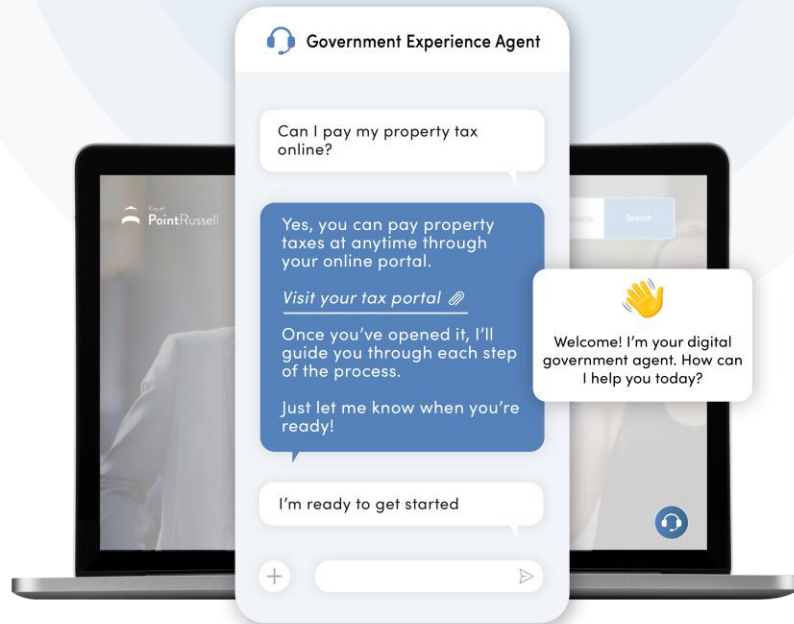


# Driving GenAI Adoption in County Government

A Collaborative, Outcomes-Focused Approach to Improving Service Delivery

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November 18, 2025



# Today's Speakers



**Crystal Sprague**

Director of Performance &  
Innovation  
Unified Government WYCO/KCK



**Luke Norris**

Vice President,  
Platform Strategy & Digital Transformation  
Granicus

**Why now?**

# Creating Always-On Government Experiences Isn't Easy

*Residents want clear, accurate, concise information, 24/7*



# Creating Always-On Government Experiences Isn't Easy

*Residents want clear, accurate, concise information, 24/7*



# Service Cloud Connects Residents to Government

*Go beyond one and done transactions – engage residents to create community*

**Connect & Engage**  
(without asking, based on explicit and implicit needs)

**Find what they are looking for**  
(without knowing the structure of government)

**Take action to complete service**  
(at any time, across any channel, with minimal steps)

**Understand what they need to do**  
(in plain language and clear step-by-step instructions)



# Digital Agents Enable Self Sufficient Access to Information

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Bad News

Simple questions bog  
down call centers

60%

Of most call center volumes are  
**simple, informational questions**, not  
service requests



Good News

Demand for Virtual  
Agents increasing

78%

Of surveyed citizens **see benefits of using  
virtual agents** for government services  
(Accenture)

# Digital Agents Drive Key Improvements in Government

*Industry Analysis and Research Prove Now is the Time to Invest in Digital Agents*



**Call Volume  
Reduction**

**33%**

When AI-powered agents are  
**implemented for specific intent/use  
case** vs. generic features  
(Gartner)



**Cost  
Reduction**

**30%**

Deploying a digital agent  
**costs 30% less than a live  
agent**  
(Forrester)



**Improved  
Service Delivery**

**71%**

Digital agents can improve  
service delivery for local  
governments **by up to 71%**  
(NASCIO)





**>2x**

Residents are more than  
**twice as likely**  
**to trust a government**  
**digital agent**  
compared to commercial  
agents and LLMs

# The Trust Gap in AI: Government vs. Commercial Agents

*Americans twice as likely to trust government AI for these specific tasks*

Use Case	Place Trust in Gov't AI vs Commercial
Government Policies & Assistance Programs	71%
Paying Taxes, Bills, or Fines	69%
Voting Information	65%
Contacting Departments	68%

**Embedded AI agents trained on government data** ensure residents, business owners, and visitors get the **right answer the first time** — building trust and delivering on the promise of public service.

# Experience: Recommendations



## **Prioritize Conversational Digital Agents**

Conversational experiences are trending and increasing fast. Invest now in being prepared to serve residents in new ways.

## **Experiences should become More Personalized over time**

Experiences in multiple languages, delivered with empathy and that are specific to “me” will build trust and increase satisfaction.

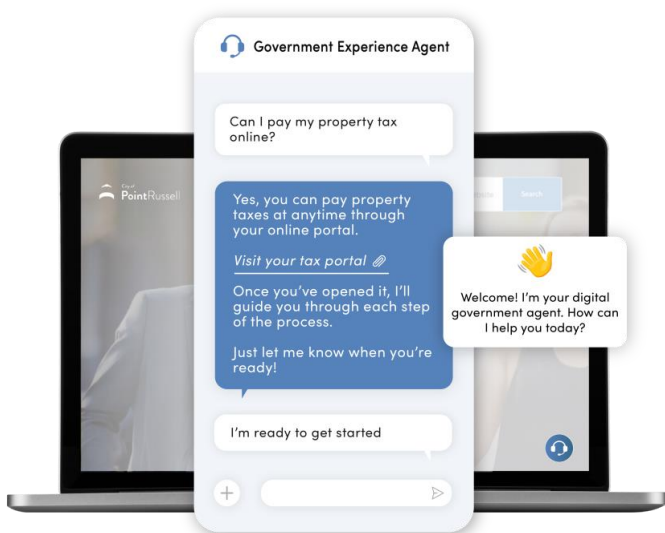
## **Context matters.**

From topic to topic, or understanding policy and process nuances, Digital Agents must understand the context of government.

**Goals matter.**

# Smarter, Safer AI for Government

*A new era of connection that reshapes trust, efficiency, and community identity is within reach*



**Improved customer experience** through better services access and faster answers



**Reduced cost to serve** by deflecting calls and walk-ins to digital self-service



**Increased operational efficiency** freeing staff time to focus on high-value work



**Increased civic engagement** making government more accessible and transparent to forge long-term relationships

# Identifying Goals and Desired Outcomes

## Re-imagining Call Center Strategy



310K **# of calls into City Phone Tree**  
Average volume every 12 months

24/7 **Call center operates 24/7**  
Cost to provide service is \$25,000

30+ **Languages spoken**  
Most diverse county in State of KS

5 **Full time call takes**  
Responding to average 70K calls per year

1

### Calls Span Multiple Topics, Some Much Higher

311 Call Center manages 20% of call volume for a wide variety of services – being an expert in all service processes is impossible

2

### Speed vs. Service in 311

Average call time for 311 is 2.38 mins per call. Private sector best practice is 6-8 minutes. What is the quality of the interaction?

3

### Staff Managing Multiple Roles

To meet demand Treasury has created an augmented version of a call center, which pulls vital staff from other duties.

# KPI: Recommendations

## Understand What you're Solving For

Identify a specific, measurable problem tied to the core function of the business unit. Avoid jumping to solutions prematurely.

## Identify SMART Goals

Evaluate the current state, then define meaningful measurable benchmarks that go beyond surface metrics to track real impact.

## Ensure Alignment

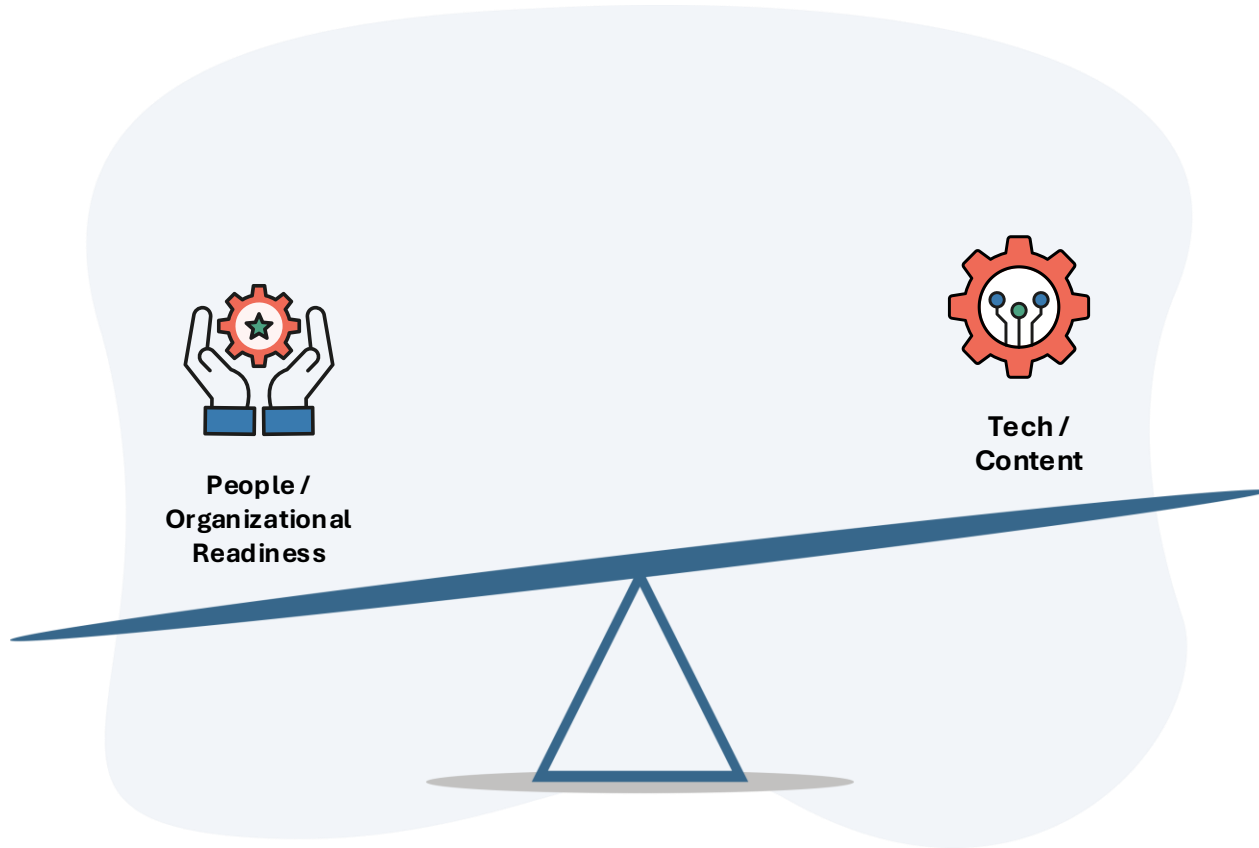
Broaden gap analysis beyond tech to include policy & budget as ongoing investments. Build both leadership champions and grassroots to sustain operational innovation.

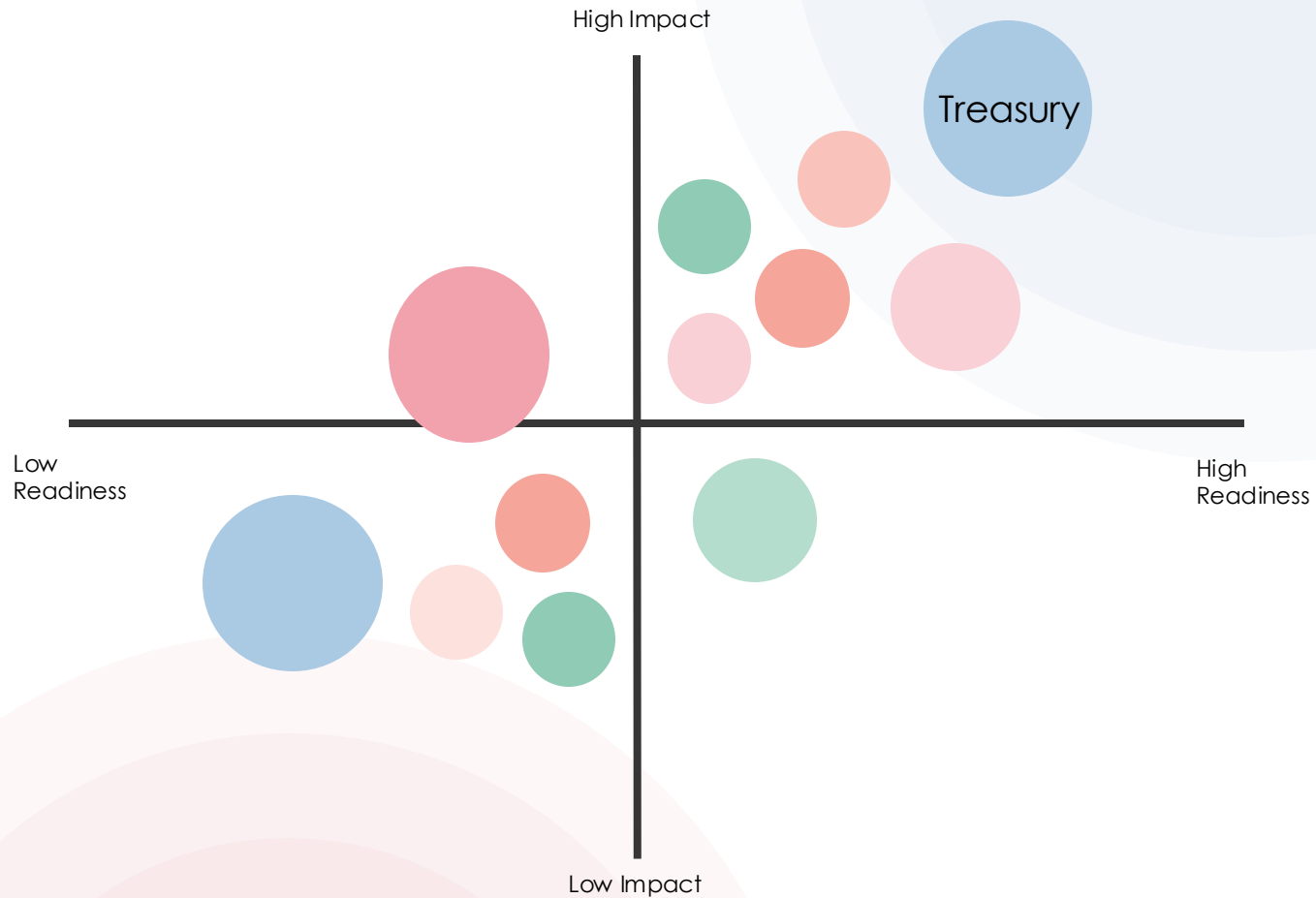


**Ready, or not?**



# Readiness: Bringing tech, people, process into balance





# Org Readiness

## Executive Support

Where was the need most strongly voiced by leadership, indicating alignment with org priorities?

## High Visibility, Low Compliance

Which area faced the most public criticism or had low compliance rates – signaling urgency and improvement potential.

## Early Adoption Potential

Is the team open to innovation? Are they likely to adopt new tools quickly and champion them?



# Tech Readiness

## Data Driven & Public Facing Mindset

Have strong website analytics and well-developed content.

## Innovation Thru Vendor Partnership

Where can we clearly tie the value of the Granicus solution to the department's ability to innovate and serve as a model for transformation?

## Tech + Business Unit = Real Impact

Tech teams should have an understanding of the importance of business unit involvement in each stage



**Managing change.**

# The Truth: Agency Content Is Just As Important As The Technology

*Unlike commercial enterprises, governments must support hundreds of diverse use cases*



Permitting	Regulations	Codes	Parks	Programs
Eligibility	Licenses	Zoning	Courts	Utilities
Agendas	Fines	Elections	Taxes	Potholes

# The Truth: Agency Content Is Just As Important As The Technology

*Government must support needs of 300+ Million Residents with diverse needs and abilities*



Regulations

Codes



Programs

Eligibility



Zoning

Courts

Utilities

Agendas

Fines

Elections



Potholes

# The Truth: Agency Content Is Just As Important As The Technology

*With questions in their native language, personal to them and their unique needs*



Regulations

Codes



Programs

Eligibility



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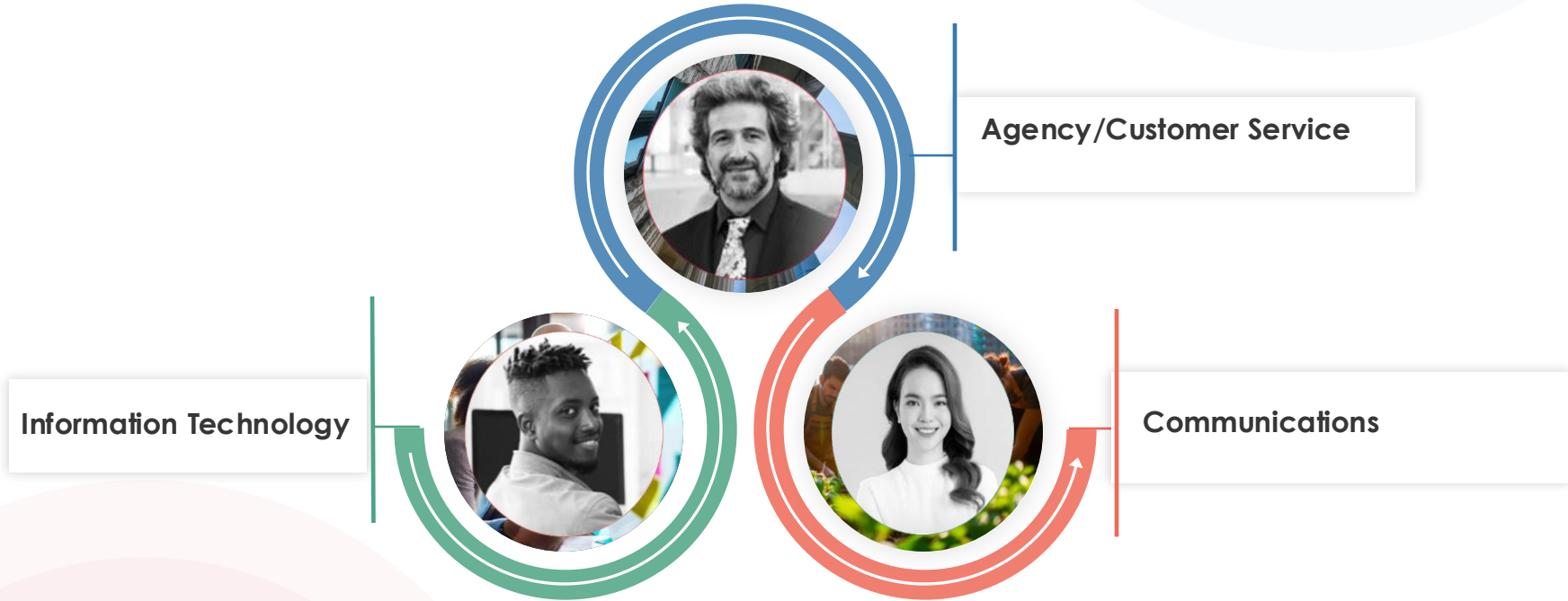


Potholes



# The Cross Functional Dream Team

*Working Together Iteratively to Create Sustainable Value*



Content and business process alignment are key to driving and sustaining value.

# Change: Recommendations

## Prioritize training, always and often

With the rapid pace of change in AI technology, ongoing training is essential to keep pace and build understanding.

## Build a team & break down silos

AI initiatives need cross-functional input—IT can lead, but resident-facing and communications teams must shape solutions to ensure relevance and impact

## Embrace experimentation. And pursue “proof of value”

Create buy-in and allow for experimentation – always aimed at proof of value to ensure long-term viability of solution and to avoid AI for the sake of AI. Embrace failure and the learning it brings.



# Thank you, Crystal!

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## Crystal Sprague

Director of Performance &  
Innovation

Unified Government WYCO/KCK



# What is Government Experience Agent?

**AI-powered** conversational digital agent

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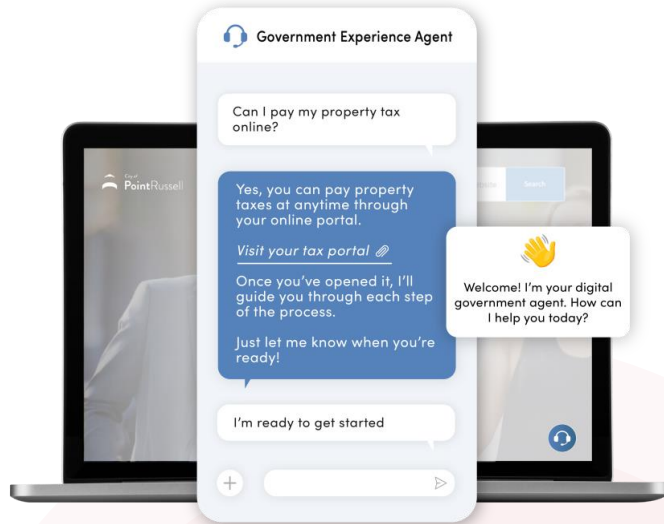
Provides **accurate, clear, consistent answers** 24/7

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**Easy to interact with** – natural, conversational responses

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**Gives residents answers any time they want** – avoiding inconvenient website searches or waiting in line



# See GXA in Action Today!

*Scan the QR code and tap the link that appears*



**Scan Here**

