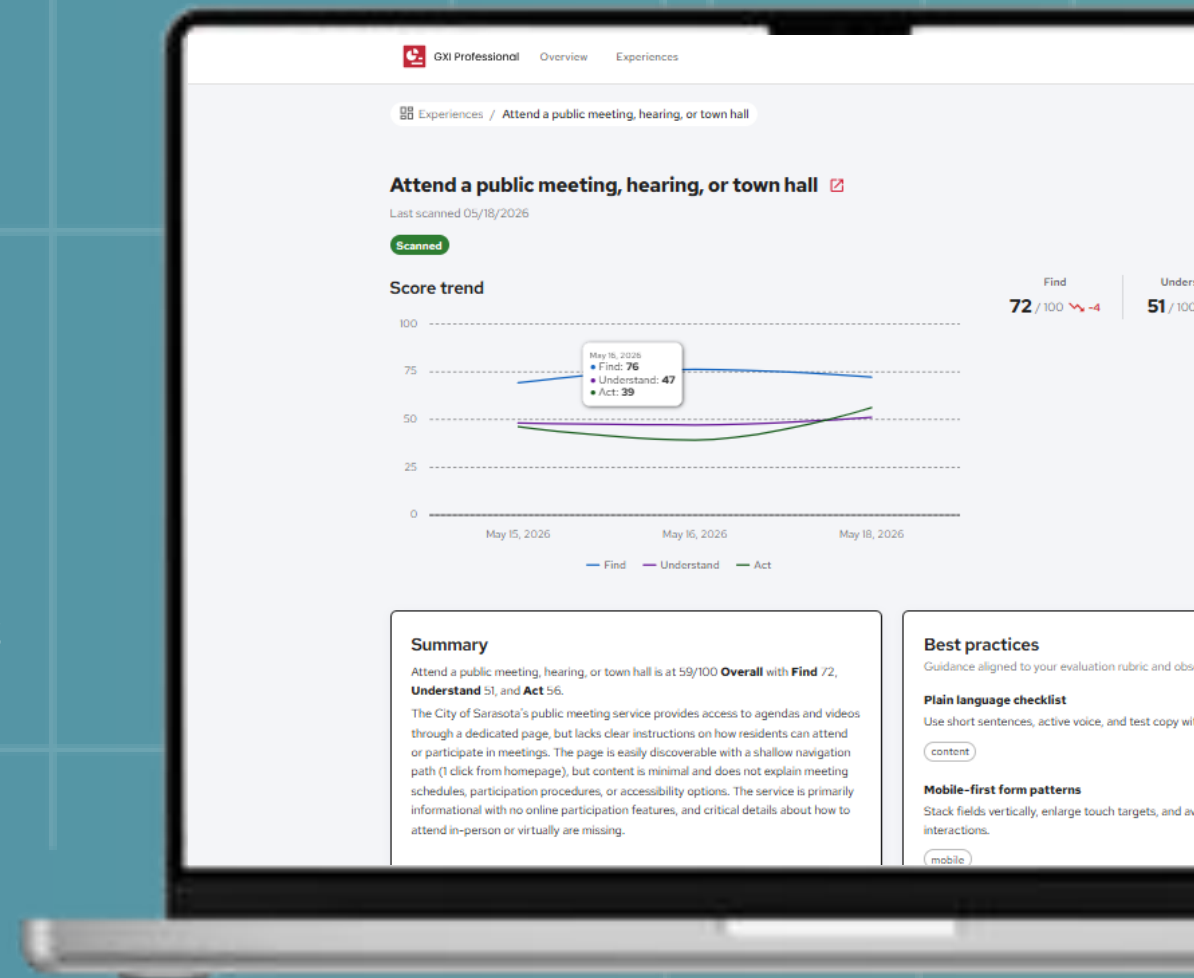




From Data to Decisions

Using AI to improve digital government services



Today's Speakers



Colleen Fueglein
Product Marketing
Manager



Ashley Hill
Manager, Experience
Partners



Santiago Arenas
Digital Media
Supervisor, Collier
County



Hannah Burn
Director of Product,
Experience Insights

Connecting & Interacting Today



Questions

Submit your questions using the Q&A function. If we do not get to your question during the presentation, we will ensure a representative gets in touch.



Chat

Use the Chat to say hello to your peers or interact with today's panelist!



On-Demand

We will email you the link to watch the recording post-event.



Agenda

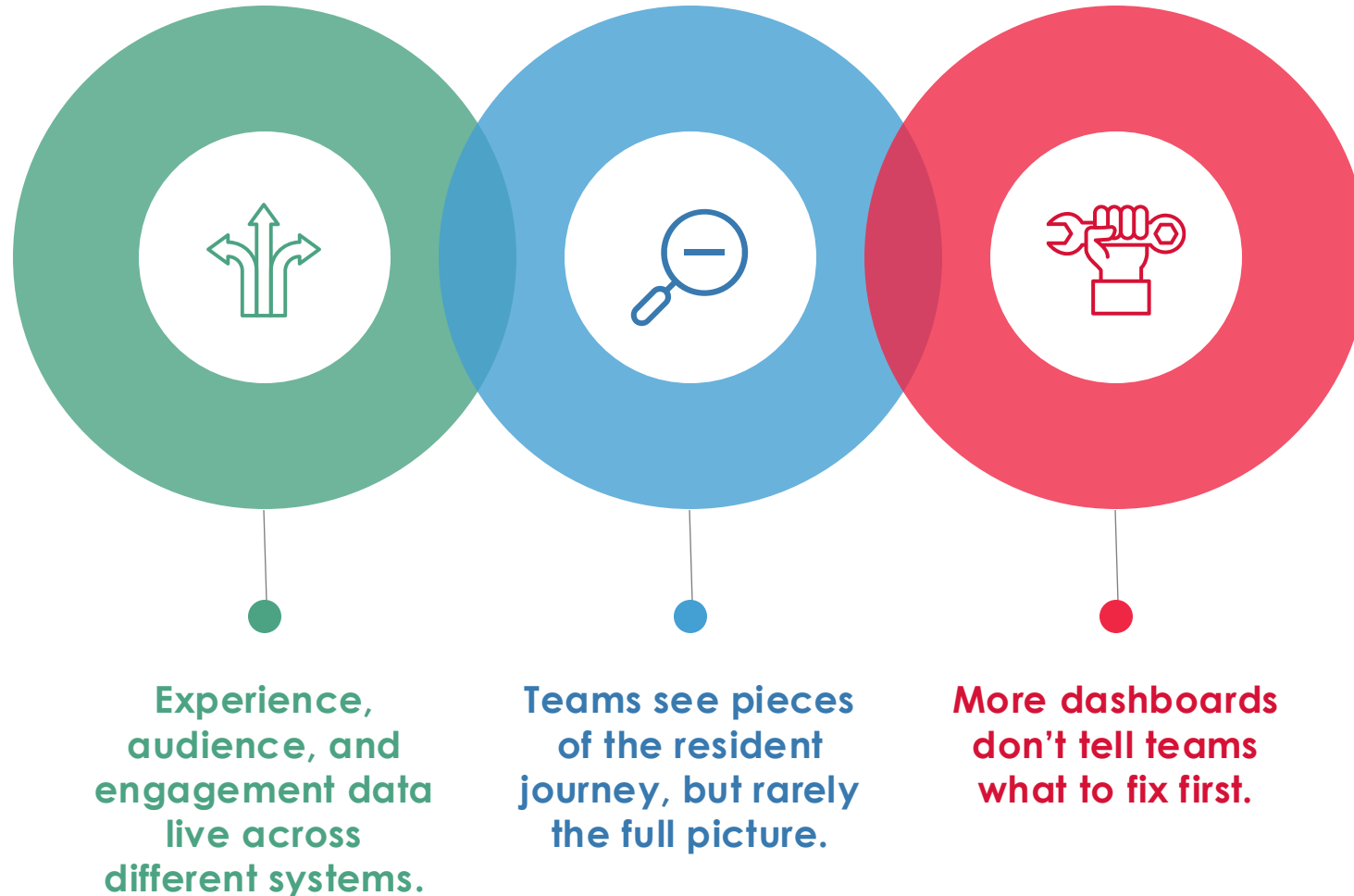
- **Emerging Trends in the Public Sector**
- **Collier County, FL Perspective**
- **Data-Driven Decision-Making**
- **Spotlight: Government Experience Insights (GXI) Professional**
- **Closing Thoughts and Q&A**



Emerging Trends in the Public Sector

More Data. More Dashboards. More Questions.

Teams have more data than ever — but not the full story



Key Data Challenges and Impact

Challenge

Program Impact

Fragmented Data — ➤ — Blocks holistic view and slows down decisions

Proving Efficiency & CX — ➤ — Difficult to demonstrate progress; compliance risk

Difficulty Linking Outreach to Outcomes — ➤ — Cannot measure outreach effectiveness or ROI

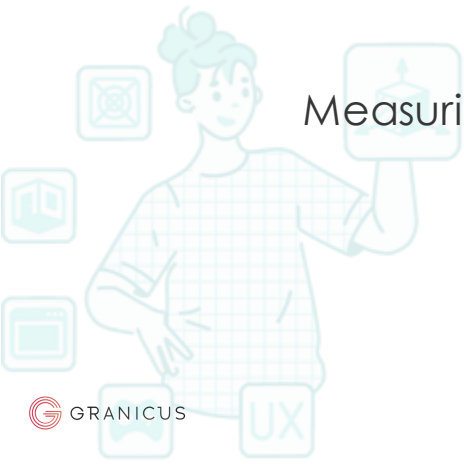
Lack of Audit-Ready Reporting — ➤ — Manual, time-consuming; risk of errors

Siloed Departments — ➤ — Reduces collaboration and creates redundancies

Measuring Community Experience — ➤ — Lack of actionable feedback limits service improvements

Budget Prioritization — ➤ — Hard to allocate resources effectively without data

Weak Insights — ➤ — Limits evidence-based decisions and strategic planning



What Happens When You Don't Have the Insights You Need?

Your mission isn't fulfilled until outcomes are delivered.

You use more resources to find and engage people



Agencies spend **2-5x more** to acquire qualified audiences without using insights

"I just didn't know"

You miss digital experience break down



Residents struggle to find information and tasks when experiences are not optimized.

"I couldn't find it"

You take action by defaulting to "one size fits all"



Agencies spend FTE hours sending messages that are ignored by **70-75%** of their subscribers

"I get too many messages"

You make decisions based on assumptions



Agencies recycle messages or campaigns that haven't been refreshed in **1-3+ years**

"This is no longer relevant"

Better Insights Drive Better Outcomes

Agencies that use data to guide decisions achieve stronger engagement, higher program participation, and more effective policy outcomes.

2.3-fold

Data-driven agencies demonstrate a 2.3-fold increase in policy adoption by the public, program enrollment and event participation.

33%

Jurisdictions in the bottom quartile for audience intelligence report a 33% higher incidence of service delays and fragmented feedback

>2x

the percentage of city leadership teams using digital data to inform policy interventions more than doubled from 29% in 2024 to 61% in 2025.

What if measuring experience became a science?

What would be the most valuable measurement that AI could capture for you:

- ✓ Understand what residents are experiencing.
- ✓ See who you're reaching — and who you're missing.
- ✓ Know what drives participation.
- ✓ Prioritize the actions most likely to improve outcomes.
- ✓ Prove whether improvements worked.



Ashley Hill

Manager, Experience
Partners

Granicus



Santiago Arenas

Digital Media
Supervisor

Collier County



Data-Driven Decision-Making

EXPERIENCE

7,000+

Customers worldwide

**Deep government
context**

EXPERTISE

30 BILLION

*Digital government interactions
annually*

**Unmatched interaction
intelligence**

REACH

360 MILLION

*People in the Granicus subscriber
network*

**Global scale.
Local relevance.**

**DECADES OF
EXPERIENCE**

**30B ANNUAL
INTERACTIONS**

**7,000+ CUSTOMERS
360M PEOPLE**



Understand

Prioritize

Prove



Experience Insights

- Identify where services and experiences break down.
- Prioritize what to fix first.
- Improve resolution speed and outcomes.

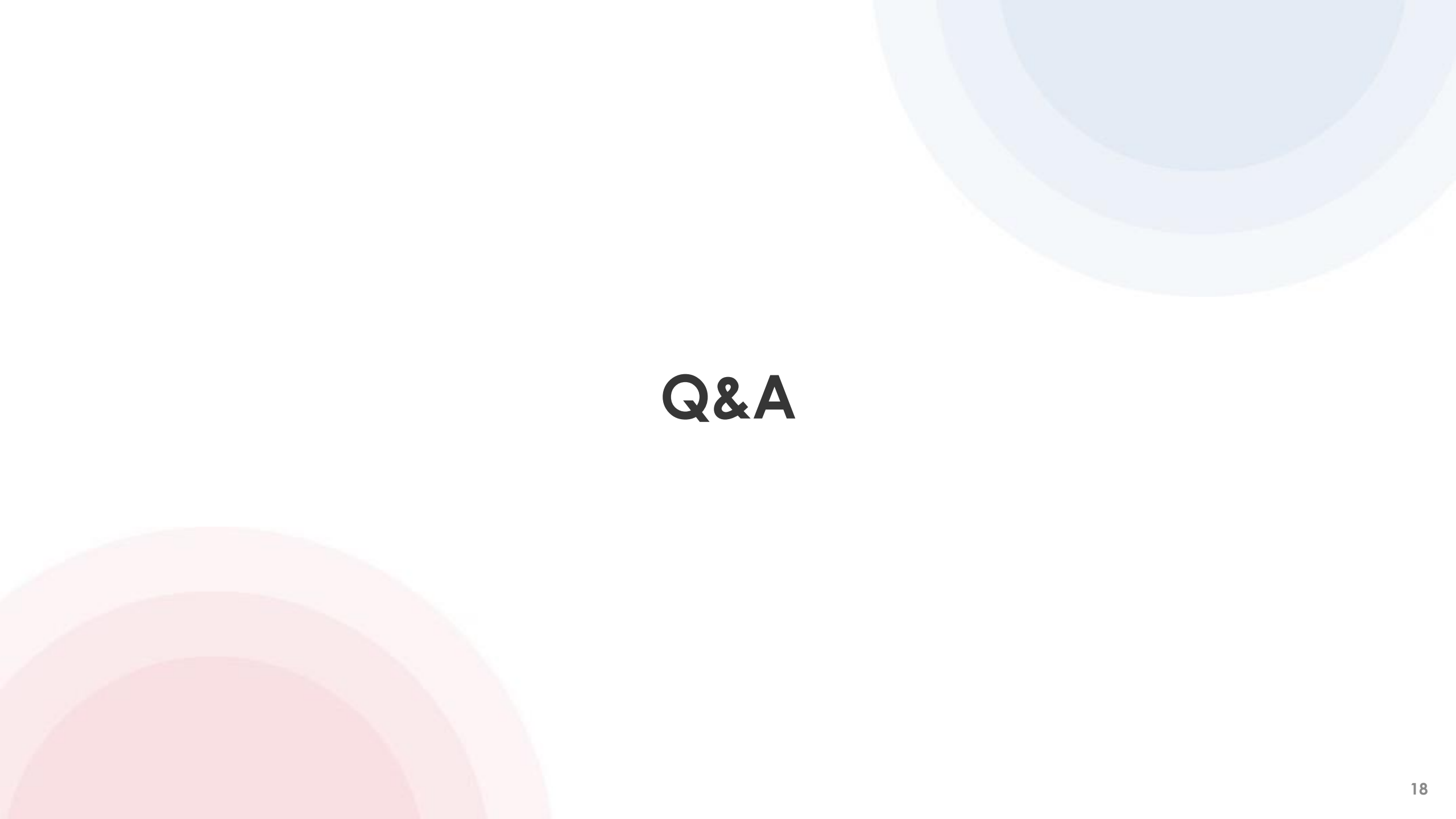


Demo: See GXI Professional In Action



What's coming

- **Audience insights:** understand reach & representation
- **Engagement insights:** improve outreach quality & engagement
- **Close the loop:** turn insight into impact



Q&A



Government Experience
VIRTUAL SUMMIT | presented by  GRANICUS

Summary Agenda FAQ

Register Now

Government Experience Virtual Summit



presented by  GRANICUS

Thursday, September 17, 2026



Thank you!
