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Future of Government in Asia-Pacific

MAKING AN
IMPACT THAT
MATTERS
since 1845

FUTURE OF GOVERNMENT IN ASIA-PACIFIC

The digital transformation of **FRONT-END CITIZEN** services represents a pivotal shift towards efficiency, accessibility, and citizen-centric governance.

RAPID ADVANCEMENTS IN TECHNOLOGY have created an unprecedented opportunity for governments to **MODERNIZE SERVICE DELIVERY**.

DRIVERS OF CHANGE IN AP

RISING CITIZEN EXPECTATIONS

for online and tailored services will drive the governments to rethink the current models of service delivery

DEMOGRAPHIC SHIFTS

will further call for the need of highly personalized services

THE SOCIO-ECONOMIC DIVERSITY OF THE REGION

will catalyze customized services for the underserved segments of the society

ACCELERATED ADOPTION OF DIGITAL SERVICES

by the citizens will improve citizen footprints across different channels

THE GLOBAL RISK LANDSCAPE

will call for anticipatory and agile service support to the citizens

FISCAL PRUDENCE AND OPERATIONAL EFFICIENCY

will drive government to deliver services in a much more optimized manner

PROPOSED FUTURES OF GOVERNMENT IN AP

Future of citizen services delivery is...

Outcome

GOVERNMENT OF ONE

Personalized

Once-only data collection
Human centric-design
Tailored services based on life journey

ANTICIPATORY GOVERNMENT

Anticipatory

Proactively meet citizen needs
Efficiency gains
Resilience through foresight

PLACE-BASED GOVERNMENT

Regional & community-driven

Reduced regional disparities
Trust in government
Resolutions for complex social issues

OMNI-CHANNEL SERVICE DELIVERY

And available through a variety of channels

Convenience, Interact with government on-the go, Ease of Access, and Immersive experiences

GOVERNMENT OF ONE

Envision a government that aims to provide highly personalized services to individuals based on their unique requirements, thus facilitating a more human-centered design rather than the present one-size-fits-all approach.

EVOLUTION

ULTIMATE FUTURE

INDIVIDUAL DESIGN

Services tailored and personalized to the needs of citizens; also, modifiable according to their preferences

THE NEXT STEP

LIFE EVENTS SERVICE DELIVERY

Services catering to citizen's life journey ranging from birth to death and to everything in between

CATCHING UP

CUSTOMER SEGMENTATION

Services for a group of citizens showcasing similar attributes and behaviors

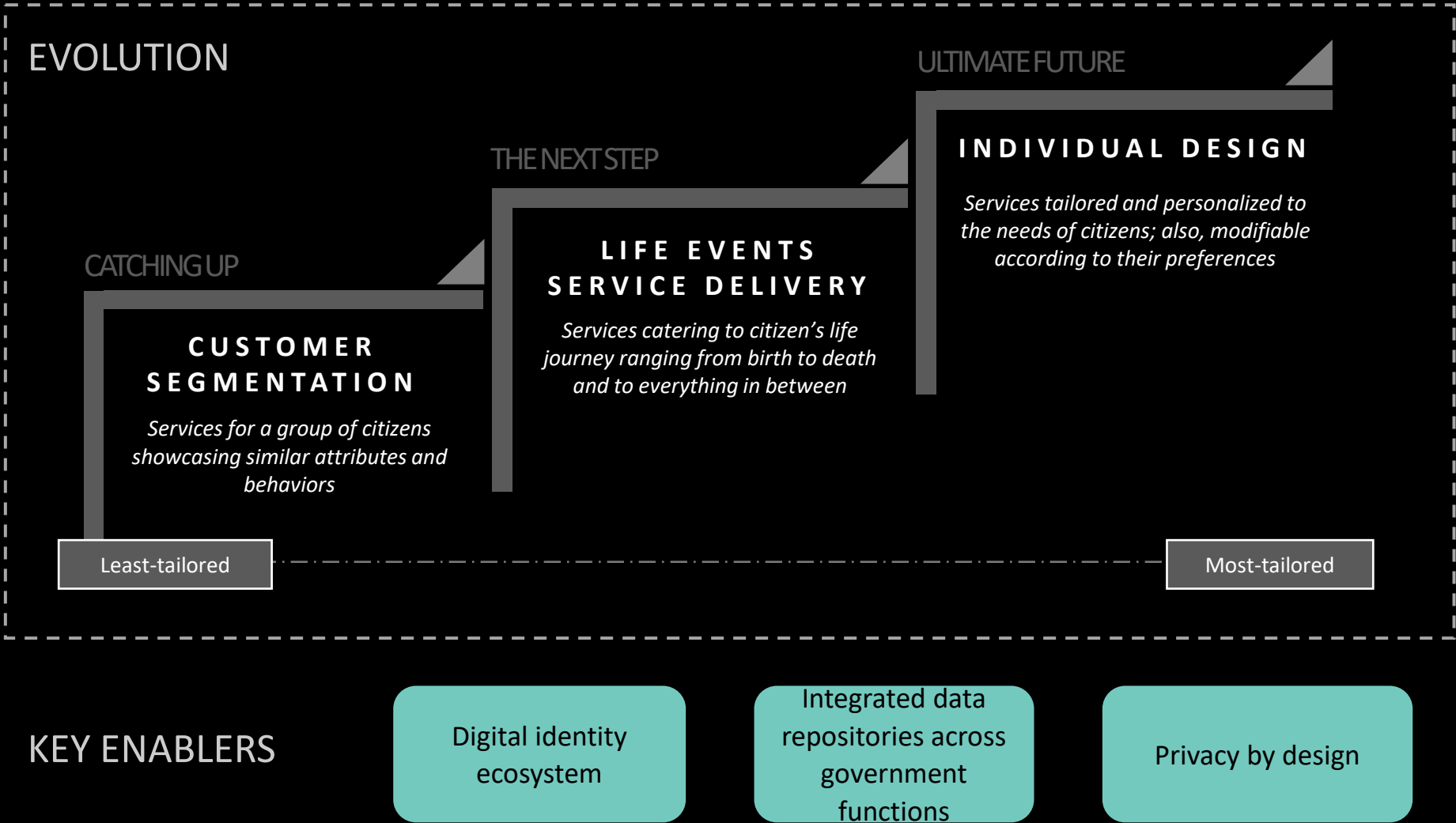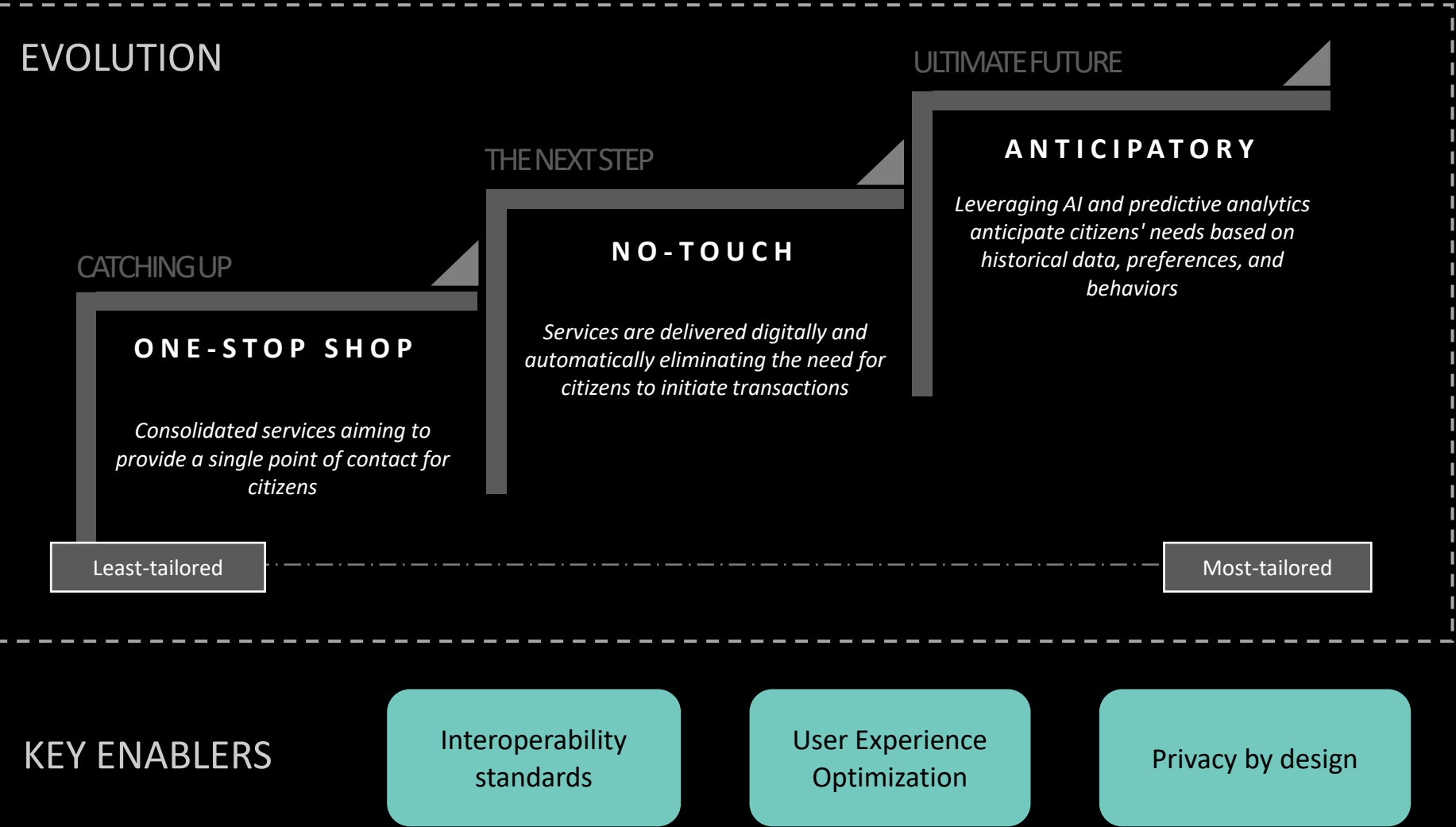Least-tailored .... Most-tailored

Innovators in the field

Australia's myGov digital platform aims for a Netflix style personalized government services. The plan is to develop a customized dashboard that will showcase services to citizens based on their recent interactions with the government or on specific life events.[1, 2]

KEY ENABLERS

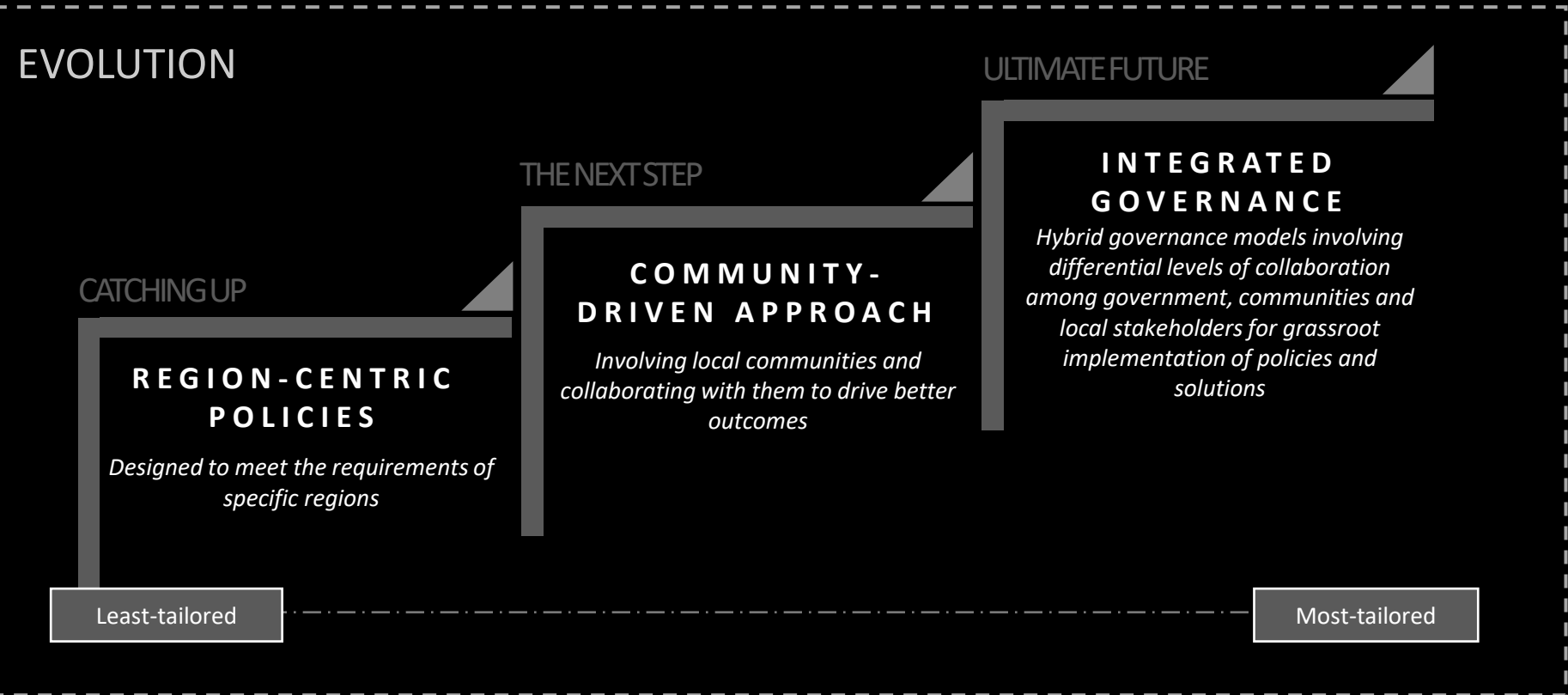| Digital identity ecosystem | Integrated data repositories across government functions | Privacy by design |

ANTICIPATORY GOVERNMENT

Envision a government that entails increased automation to proactively meet citizen needs, enabling efficient resource allocation for governments and enhancing citizen service quality.

EVOLUTION

ULTIMATE FUTURE

ANTICIPATORY

Leveraging AI and predictive analytics anticipate citizens' needs based on historical data, preferences, and behaviors

THE NEXT STEP

NO-TOUCH

Services are delivered digitally and automatically eliminating the need for citizens to initiate transactions

CATCHING UP

ONE-STOP SHOP

Consolidated services aiming to provide a single point of contact for citizens

Least-tailored ----- Most-tailored

Innovators in the field

South Korea is integrating ~1,500 public services, including tax payments and welfare service applications, currently spread across multiple websites, into one portal. The portal will harness AI capabilities to notify citizens about the services that are of most use to them.[1]

KEY ENABLERS

| Interoperability standards | User Experience Optimization | Privacy by design |

PLACE-BASED GOVERNMENT

Envision a government that develops policies and initiatives tailored to region-specific issues and involves local communities for informed policymaking.

EVOLUTION

ULTIMATE FUTURE

INTEGRATED GOVERNANCE

Hybrid governance models involving differential levels of collaboration among government, communities and local stakeholders for grassroot implementation of policies and solutions

THE NEXT STEP

COMMUNITY-DRIVEN APPROACH

Involving local communities and collaborating with them to drive better outcomes

CATCHING UP

REGION-CENTRIC POLICIES

Designed to meet the requirements of specific regions

Least-tailored ...... Most-tailored

Innovators in the field

New Zealand's 'Kainga Ora' place-based initiative for less privileged in Northland aims to create a better environment for young citizens in the region. The strategy involves interaction with local communities to understand their challenges and form community groups to integrate best practices into daily activities.[1]
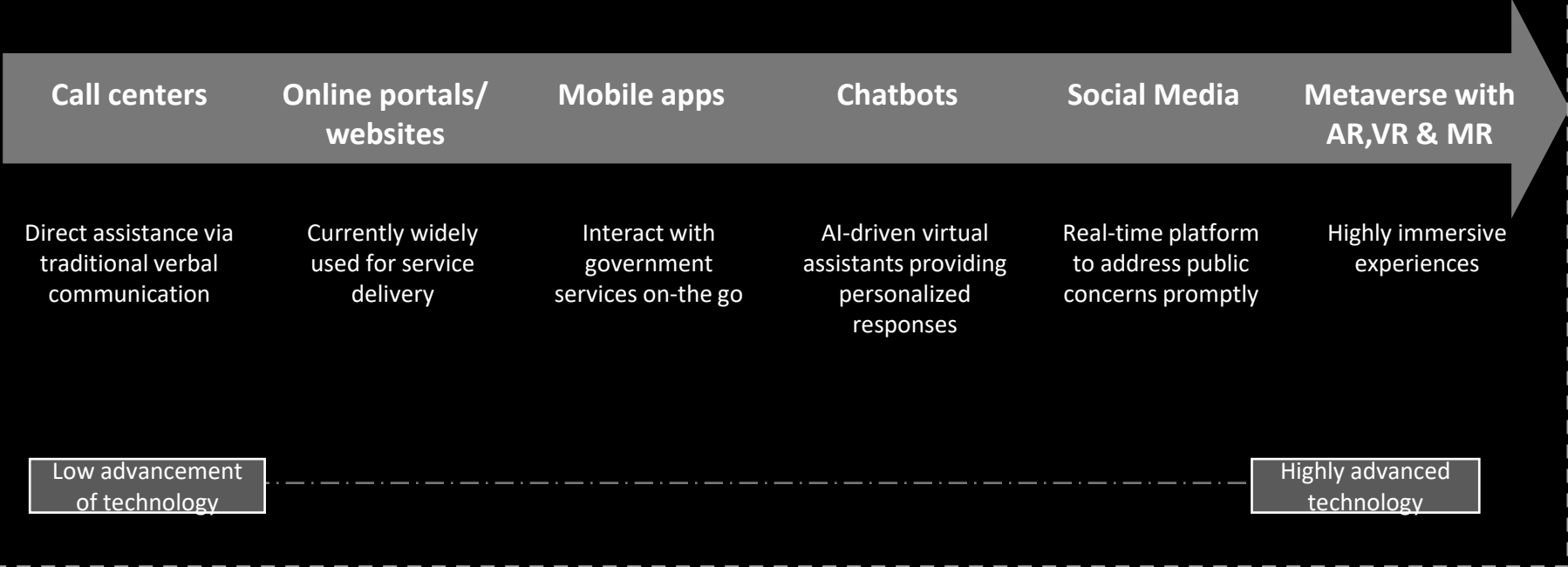
KEY ENABLERS

Location specific information gathering systems	Community engagement platforms	Citizen feedback applications

OMNICHANNEL DELIVERY

Envision a government that ensures technological inclusivity even in remote regions and enables multichannel delivery of citizen services. It paves way to provide an immersive experience with alternate reality.

EVOLUTION

Call centers	Online portals/ websites	Mobile apps	Chatbots	Social Media	Metaverse with AR,VR & MR
Direct assistance via traditional verbal communication	Currently widely used for service delivery	Interact with government services on-the go	AI-driven virtual assistants providing personalized responses	Real-time platform to address public concerns promptly	Highly immersive experiences

Low advancement of technology →→→ Highly advanced technology

Innovators in the field

India's IndEA architecture facilitates transformation towards integrated service delivery. The primary aim of the initiative is to establish a unified data system across government departments with the help of standardized enterprise architecture. This would enable the delivery of services through multiple channels.[1]

KEY ENABLERS

High internet penetration	Citizen digital literacy	Strong encryption and cybersecurity measures

WAY FORWARD

Future of citizen services requires a robust Digital Public Infrastructure (DPI) …

…while navigating through critical challenges

Foundational building blocks of DPI:
- Digital Identity *(for flow of people)*
- Digital Payments *(for flow of money)*
- Data Exchange Platforms *(for flow of citizen information)*

Long-term success of DPI will be defined by its convergence with:
- People, Process, Policies and Partnerships

Digitizing faster and cost-efficiently

Preventing cyber attacks and data breaches

Protecting Citizen's Digital Identity ecosystem

Regulating AI and Predictive technology

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