



The future of government services in a digital-first world



The future of government services in a digital and agentic world

There are moments in history when the right factors align to enable great strides in progress. This is one of those times for governments and public sector organizations. The rapid acceleration of digital technology, particularly AI and advent of the digital workforce, i.e. AI agents, presents an unprecedented opportunity to reimagine how public services are delivered. The private sector has paved the way for people to navigate their daily lives through seamless, personalized, efficient and on-demand interactions—whether managing finances, booking travel or accessing healthcare. AI has further heightened these expectations by powering everything from virtual assistants and personalized recommendations to automated decision making.

One of the things governments seek is to provide essential services to citizens and stakeholders that improve lives and build a foundation for a sustainable future. Whether responding to crises, expanding access to education or modernizing infrastructure, the public sector plays a crucial role in shaping communities and meeting the evolving needs of society. Yet delivering these services at scale, efficiently and equitably, is a constant challenge. One that is even more complicated due to the shrinking availability of skilled resources; “Organizations are increasingly challenged by the shrinking availability of skilled resources, particularly in areas such as AI, cybersecurity, and data analytics.” (Source: World Economic Forum, 2023).

People have come to expect the same level of efficiency, accessibility and responsiveness from the government services as they experience in the private sector. However, many Government and Public Sector (GPS) systems were built in a different era, using older technology, making it difficult to keep pace with these expectations.

Legacy infrastructure, siloed data and complex regulatory environments often slow innovation and make service delivery inefficient. Data is frequently locked within individual agencies, preventing cross-departmental collaboration and limiting the ability to provide citizens with an integrated experience. Without integrated systems, governments struggle to bring together the quality and quantity of data that is needed for AI to accurately and insightfully anticipate needs, streamline operations and make data-driven decisions.

Further, AI hallucinations are a possibility. Governments, even more than private sector, have a serious responsibility to stakeholders to maintain the quality of data, protect it, limit the possibility of it being used incorrectly and be careful to monitor and avoid bias into society through the use of AI. This inherent need brings in a greater risk aversion against using the data effectively and experimenting with speed with agentic and AI solutions.

But now, with the right technology and strategic approach, and the right safeguards, governments are well-positioned to break down these silos, connect systems and create a more efficient, responsive public sector. By unifying data across departments and leveraging AI-driven insights, governments have a real opportunity to overcome these challenges and transform how they serve their communities.

The impact of change

When governments embrace modernization, the benefits extend far beyond efficiency—they create a stronger foundation for trust, engagement and long-term sustainability. Streamlined, citizen-first services not only improve interactions with the public but also strengthen the ability of agencies to deliver meaningful, lasting impact.



Building public trust through better services

Trust in government grows when citizens experience efficient, reliable services that meet their needs without unnecessary delays or complexity. When processes are intuitive, accessible and responsible, people feel more confident in public institutions. Faster processing times, clear communication and proactive outreach help create a more transparent citizen-centric government, reinforcing trust and increasing support for government-led initiatives.

Maximizing resources and reducing operational strain

Modernizing public services enables agencies to make better use of their budgets and workforce. Instead of being burdened by manual processes, employees can focus on higher value work that directly benefits citizens. Automating routine tasks and using autonomous agents safely can reduce administrative overhead and significantly augments the workforce through digital labour, allowing governments to reallocate human resources toward innovation, policy improvements and frontline services. A more efficient system not only saves time and money, but it also helps prevent employee burnout and declining service quality—and ultimately creates a more desirable place to work.

Unlocking the potential for a future-ready public sector

A well-integrated, data-driven government can move from reacting to challenges to anticipating and addressing them proactively. With predictive analytics and AI-driven insights, agencies can identify trends, allocate resources more effectively and improve response times for critical services like healthcare, disaster relief and social programs.

By breaking down siloes and fostering cross-agency collaboration across agencies, governments can create a more responsive, adaptive and future-ready public sector. When agencies share data and coordinate efforts, they can better support citizens as they move across multiple service touchpoints—creating a cohesive experience around healthcare, housing, social services and other critical programs rather than functioning in isolation.

Seizing the opportunity

The potential for transformation has never been greater. By embracing modernization, governments can deliver services that are faster, more accessible and better aligned with the needs of the people they serve. This moment is not just about upgrading technology—it's about redefining the role of government in an increasingly digital world and creating trust in public services as a force for good.

Moving toward a modernized public sector

The challenges governments face are clear, and so is the path forward. People today are accustomed to seamless, personalized experiences from the private sector, and they expect the same level of convenience, speed and accessibility from government services. To meet these expectations, public sector organizations must embrace modern technology that streamlines operations, improves service delivery and fosters public trust. The key lies in data integration, AI-driven automation and citizen-first digital platforms—solutions that are already being implemented to drive measurable impact.

Defining a clear AI strategy and vision is a key step for governments ready to lead in the age of intelligent automation. Success begins with focused, high-quality pilots—leveraging generative and agentic AI to deliver quick wins in targeted areas. From there, public sector organizations can scale with confidence and speed that each step is grounded in secure, trustworthy systems. In this journey, quality of data outweighs quantity, and trusted AI layers play a critical role in safeguarding privacy and eliminating harmful content. Rigorous testing and built-in guardrails are non-negotiable, helping governments deploy AI responsibly, reduce risk, and build lasting public trust.

Governments can lead the way on AI by thinking of autonomous agents as a digital labour workforce which needs to be given a clear job scope, adequate data resources and trained. Further a hybrid agentic workforce means, that human workers are going to work with autonomous agents, and that has an impact on:

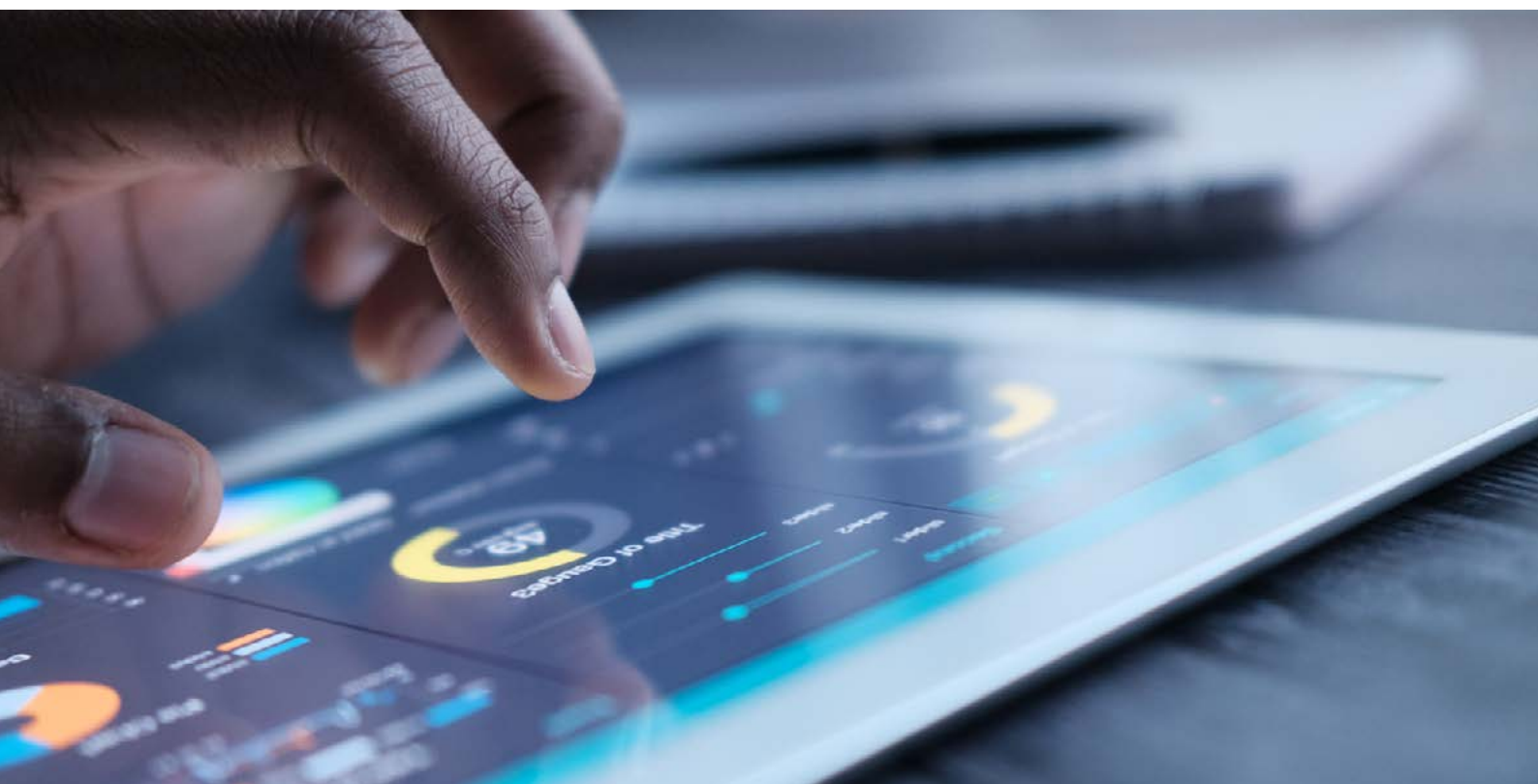
1. What work humans do - as humans add value through more complex and a different set of tasks,
2. How workflows get modified from front to back offices, and human-to-agent and agent-to-agent interactions increase and need to be managed as an enterprise command centre and
3. The human worker themselves sees changes in their skillsets, ways of working and KPIs.

Modern solutions for a more responsible public sector

Governments have long struggled with siloed data, manual processes and outdated service models that slow response times and create friction for both citizens and employees. To build trust and deliver more effective services, agencies need a new approach—one that breaks down barriers between departments, streamlines operations and provides citizens with the same level of convenience and responsiveness they expect from the private sector.

Modern, digital platforms powered by AI, automation and cloud technologies would allow governments to connect systems, anticipate citizen needs and deliver faster, more connected experiences. By replacing fragmented workflows with integrated solutions, agencies can improve efficiency, free up employees to focus on higher value tasks and create a more proactive approach to service delivery.

PwC advises GPS clients to scale digital innovation, accelerate enterprise adoption, and manage enterprise risk. Salesforce has developed a suite of public sector solutions designed to address challenges at scale. These solutions provide governments with the tools to reduce data silos, automate routine tasks and enhance citizen engagement. With Data Cloud, governments can bring together structured and unstructured data from multiple sources, without the need to copy everything into a single system—enabling real-time collaboration across agencies. Agentforce and automation then analyse this data, streamline interactions and enhance decision making. By integrating AI, automation and cloud-based infrastructure, agencies can shift from reactive, manual processes to proactive, efficient service delivery.



Bringing government services into the digital age

Many government and public sector organizations are already making strides in modernizing how they serve citizens. Automated service portals reduce wait times and improve accessibility, while AI-powered insights help governments allocate resources more effectively. By embracing these solutions, agencies can deliver more intuitive, proactive services that make government interactions simpler and more transparent.

A smarter path forward

The technology to modernize public services exists, but successful transformation requires more than just new tools—it requires a strategic approach that prioritizes the needs of the citizens and employees alike. By adopting modern digital platforms, governments can simplify processes, improve engagement and create a foundation for long-term success.

Salesforce supports public sector transformation

Some governments are no longer waiting to explore AI—they're already putting it into action. In some cases, just months after new technologies launched, public sector agencies have implemented generative and agentic AI pilots and are seeing measurable impact, from improved case deflection rates to impressive accuracy gains. Unlike traditional chatbot deployments that took months or years, these pilots were stood up in weeks. Today, pilots aren't about proving the value of AI—that's already clear—they're about learning how best to implement in specific contexts and scaling fast. Paired with the zero-copy architecture of Data Cloud, agencies retain full control of their data while gaining the ability to unify it across departments. This unlocks personalized, context-aware actions and segmentation at scale—empowering ministries to deliver services with greater precision, speed, and trust. [See this example from Singapore's Central Provident Fund.](#)

To make government services more efficient and responsive, agencies need platforms that connect their systems, automated processes and improved interactions. Salesforce provides the capabilities to make this vision a reality. From AI-powered service automation to integrated data solutions, governments can transform the way they work—delivering services that are faster, more reliable and better aligned with the needs of the people they serve.

As AI becomes more embedded in public sector operations, agencies must also navigate the evolving workforce challenges that come with it. Organizations are grappling with the need to reskill employees, address anxieties around job redundancies and rethink performance metrics to align with AI-driven workflows. Success in AI adoption isn't just about technology—it depends on workforces that are incentivized, equipped and empowered to use it effectively.

With Salesforce agentic AI and Agentforce, PwC can help government and public sector entities find new workflow strategies and go beyond traditional AI applications — deploying autonomous agents that augment the capabilities of human teams, enhance decision-making and drive trusted, scalable innovation in ways that once seemed unimaginable. These tools enable agencies to reduce call centre wait times, improve accessibility and allow employees to focus on complex, high value cases.

With PwC's strategic vision and Salesforce's suite of public sector solutions, we can help governments break down siloes, enhance service delivery so agencies can move beyond outdated systems, build a foundation for modernization and create an AI-enabled workforce that is skilled, engaged and positioned for long-term success.

Roadmap for the future of public services

To successfully modernize public services, governments must take a structured approach, beginning with quick wins and building toward long-term transformation. This roadmap outlines the key steps agencies can take to move from incremental improvements to fully integrated, citizen-first digital services.

Immediate steps	Medium-term goals	Long-term vision
<p>Near-team wins</p> <ul style="list-style-type: none"> - Deploy AI agent pilots and automation to handle routine inquiries, auto summarise and draft responses, take simple actions such as scheduling and improve response times. - Digitize manual workflows to reduce administrative burdens and enhance service efficiency. - Establish data governance frameworks to improve security and compliance. - Establish a vision around AI strategy and agentic workforce - how the agent-human interaction will work in the future organization. 	<p>Scaling impact</p> <ul style="list-style-type: none"> - Centralize data across agencies to improve insights and decision-making. - Expand AI-driven automation beyond basic tasks to include an end-to-end workflow, to include a combination of predictive analytics, AI and autonomous actions for fraud detection and resource planning. - Launch workforce upskilling programs so government employees can use AI tools effectively. - Reconfigure operating models, as workflows gain the benefit of additional resources. 	<p>Fully integrated services</p> <ul style="list-style-type: none"> - Develop a fully connected, AI-powered government ecosystem that personalizes services. - Enable real-time, seamless citizen interactions across multiple agencies to reduce redundancy and inefficiencies. - Use AI and automation to improve service delivery and adapt to changing demands and expectations.

The future of public service is digital

Modernization is no longer optional. Governments that embrace AI, automation and data-driven strategies will be able to deliver the seamless, efficient and citizen-first services that people expect. Those that delay will continue to struggle with inefficiencies, frustrated citizens and rising operational costs. With the right strategy and implementation, these solutions can help governments achieve lasting transformation.

Turning vision into reality

PwC helps governments navigate this transformation by identifying and implementing the right AI and automation solutions for their unique needs. With experience in public sector operations, regulatory compliance and large-scale digital implementation, PwC helps create modernization that is secure, effective and aligned with strategic goals. From data governance to managing complex change, PwC helps agencies move beyond technology adoption to real impact.

When integrating platforms like Salesforce, PwC works alongside governments to develop a roadmap that delivers measurable improvements in efficiency, service quality and citizen trust. The challenge is no longer whether governments should modernize—but how to do it in a way that creates lasting, meaningful change.



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