



Public Sector Roadmap

Driving Citizen Experience Success in Government



How can driving citizen experience success improve efficiency and deliver mission-aligned outcomes for government leaders?

55% of government CIOs now rank citizen experience (CX) as a top priority, underscoring the growing need to deliver faster, more efficient, mission-aligned services.

Legacy systems, siloed processes and inconsistent service delivery impede progress and erode public trust. As citizen expectations rise for accessible, transparent and secure digital services, government organizations must shift from transactional interactions to intentional service design. Modern CX practices improve operational efficiency, reduce cost-to-serve, expand inclusion and strengthen trust in government institutions.



Sources

Webinar

[Citizen Experience Trends and Predictions](#) ↗

Gartner Client Resources

[Gartner's Digital Government Maturity Model](#) ↗

[Customer Experience Primer for 2025](#) ↗

[Use Gartner's Maturity Model to Evolve Your Customer Experience](#) ↗

3 essential questions for driving citizen experience success in government

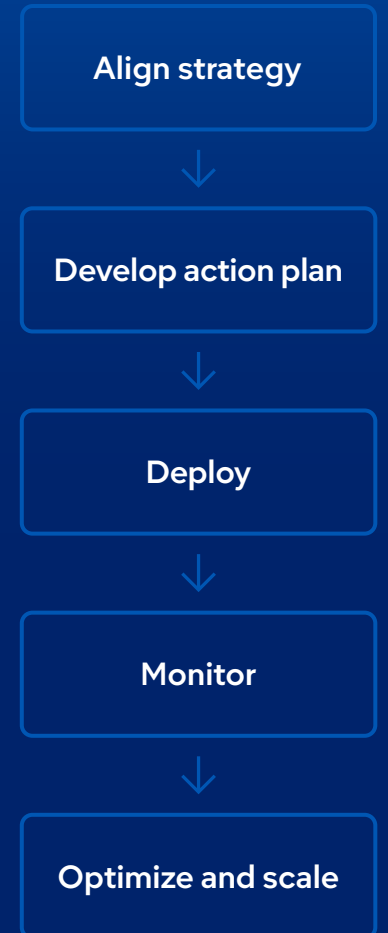
1 How can we align CX goals with our organization's mission?

2 What steps should we take to design, deploy and monitor CX initiatives?

3 How do we optimize and scale successful CX practices across our organization?

What are the key stages?

This roadmap outlines five proven steps for developing an effective CX strategy for public sector organizations. It provides practical frameworks that government leaders can use to align strategy, build actionable plans, deploy and monitor progress, and scale initiatives that support mission outcomes and improve citizen services.





Align strategy

Key outcome: Establish a unified, mission-aligned CX strategy framework validated for government operations.

Actions to take:

Define clear CX objectives aligned with organizational mission and public service outcomes.

Assess maturity and identify operational gaps affecting service delivery.

Evaluate emerging technologies for mission impact and service innovation opportunities.

Gartner complimentary resource includes:

Insights

- [Drive Digital Transformation in Government Using Gartner's Maturity Model](#)

Gartner client resources include:

Insights

- [Top Trend in Government: AI for Decision Intelligence](#)
- [How to Boost Citizen Experience After a Government Budget Cut](#)
- [Key Insights From Gartner's Customer Experience Maturity Diagnostic](#)

Analyst Consultation

- Collaborate with an analyst to evaluate your organization's current state through the Gartner CX Maturity Model.
[Use Gartner's Maturity Model to Evolve Your Customer Experience](#)

Align strategy



Develop action plan



Deploy



Monitor



Optimize and scale



Develop action plan

Key outcome: Identify CX needs and priorities to develop a mission-aligned, outcome-focused action plan.

Actions to take:

Review CX metrics and operational data to identify citizen service gaps.

Gather citizen input and feedback to inform public service improvements.

Develop citizen personas based on service needs, behaviors and goals.

Gartner complimentary resources include:

Webinar

- [Citizen Experience Trends and Predictions](#)

Symposium

- Attend [Gartner IT Symposium/Xpo™](#) conference to stay current on emerging public sector trends, and collaborate with other government leaders to advance your strategic priorities.

Gartner client resource includes:

Insights

- [How to Run a Customer Journey Mapping Workshop](#)

Align strategy



Develop action plan



Deploy



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Optimize and scale



Deploy

Key outcome: Deploy integrated, scalable CX solutions across the organization.

Actions to take:

Review journey maps to identify pain points and continue to prioritize transparency.

Develop and implement solutions to address critical service gaps.

Implement modular portfolio architectures that leverage microservices and APIs.

Gartner client resources include:

Quick Answer

- [How CIOs Can Increase Service Design Maturity for Digital Government Success](#)

Insights

- [Conversational AI in Government: Risks, Challenges and Their Future in Service Delivery](#)
- [Generative AI Use-Case Comparison for Customer Experience](#)

Tool

- [A Playbook of Project Ideas to Improve Customer Experience](#)

Magic Quadrant

- Evaluate available platforms and assess mission-driven use cases to determine which solutions best support your agency's needs. [Magic Quadrant for Digital Experience Services](#)

Align strategy



Develop action plan



Deploy



Monitor



Optimize and scale



Monitor

Key outcome: Establish a structured CX monitoring and reporting framework to guide organizational actions.

Actions to take:

Develop dashboards that track progress and signal when intervention is needed.

Monitor performance against target goals and relevant operational metrics.

Communicate plans and progress organizationwide to reinforce citizen-focused service delivery.

Gartner client resources include:

Consultation

- Use Gartner Peer Insights for Government CIOs to make informed decisions about software and services that strengthen the citizen experience.

Quick Answer

- [How CRM Is Evolving in Government](#)

Tool

- [Accelerator for Dashboards Demonstrating the Value of IT in Government](#)

Infographic

- [9 Ways to Use CRM to Improve Customer Experience](#)

Align strategy



Develop action plan



Deploy



Monitor



Optimize and scale



Optimize and scale

Key outcome: Sustain continuous service improvements through data-driven, citizen-focused learning.

Actions to take:

Track performance outcomes to identify successful patterns and improve public services.

Test and validate initiatives to remain responsive to socioeconomic shifts.

Promote citizen-centered practices to drive organizationwide improvement.

Gartner complimentary resources include:

Insights

- [A Government CIO's Efficiency Toolkit](#)

Webinar

- [AI Literacy for Mission Success: Building an AI-Powered Government Workforce](#)

Tool

- [Accelerator for Government IT Strategies for Organizational Success](#)

Gartner client resource includes:

Insights

- [Agentic AI Use-Case Assessment for CRM](#)

Align strategy



Develop action plan



Deploy



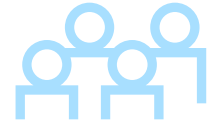
Monitor



Optimize and scale

Who needs to be involved?

Successful government organizations rely on cross-functional teams to execute their CX initiatives. The following guidance outlines the recommended functions and the roles they serve in achieving mission-driven success.



CIO

Aligns technology with CX priorities and leads mission-focused initiatives that strengthen agency performance, improve service delivery and enhance transparency.

Chief AI officer (CAO)

Ensures that AI is responsibly applied to accelerate service delivery for the benefit of citizens and improving mission outcomes.

Application leader and team

Configure and secure applications to support CX, deliver citizen insights, protect data and design architectures that improve end-to-end experiences.

Software engineering leader and team

Build stable, high-quality software that supports citizen needs, enhances personalization and delivers secure, reliable experiences across services.

CISO

Safeguards citizen data and strengthens CX systems to ensure secure, reliable, low-friction services that maintain public trust.

Infrastructure and operations leader and team

Optimize CX infrastructure for reliability, availability and efficiency while architecting scalable, secure cloud and systems to meet citizen demand.

CDAO

Leverages trusted data and analytics to shape CX strategy, personalize services and improve decisions that enhance citizen outcomes.

Client Story

Enhancing Government Services: The City of Virginia Beach's Journey With Gartner

Mission-critical priority

The City of Virginia Beach needed to improve operational efficiency and accelerate digital transformation while navigating significant budget constraints and advancing AI initiatives.



How Gartner helped

Gartner provided the City of Virginia Beach with a digital transformation roadmap and tailored, research-backed guidance that enabled leaders to manage budget reductions, maintain service quality and successfully advance AI initiatives.



Results





The City of Virginia Beach advanced modernization efforts and improved operational efficiency despite budget constraints. Gartner's guidance enabled a stronger AI strategy, higher ROI and more informed decision making, positioning the city to deliver mission-critical priorities even amid significant change.

[Watch the Full Story ↗](#)



Actionable, decision intelligence

Explore these additional complimentary resources and tools for public sector leaders:

<p>eBook </p> <p>Improve Government Efficiency and Effectiveness with AI, Data and Analytics</p> <p>Overcome modernization barriers and unlock measurable value through trusted data, analytics and AI.</p> <p>Download Now</p>	<p>Insights </p> <p>A Government CIO's Efficiency Toolkit</p> <p>Learn how government CIOs can drive efficiency, modernize IT and deliver measurable outcomes.</p> <p>Read Now</p>	<p>On-Demand Webinar </p> <p>Citizen Experience Trends and Predictions</p> <p>Access the current trends and strategies needed to improve citizen experience for your organization.</p> <p>Watch Now</p>	<p>Tool </p> <p>Accelerators for Government CIOs</p> <p>Explore our step-by-step tools and diagnostics tailored specifically for government CIOs.</p> <p>Access Now</p>
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