Building the digital foundation for frictionless mission CX

Today's citizens demand a higher degree of service delivery from Federal agencies, influenced by digital interactions with private sector organizations. Whether it's filing taxes electronically, or applying online for Social Security benefits, or completing a visa waiver application, citizens are seeking digital-first interactions that are faster, seamless and more personalized. In a recent report by *Harvard Business Review*, 60 percent of sampled U.S. residents report a strong preference for digital channels, compared with 30 percent for phone and 27 percent for inperson government interactions.

Federal agencies have made significant progress in citizen experience (CX), such as making citizen information available online and interacting with users via apps. However there is still opportunity to leverage existing data to take digital services to the next level. Through the integration of technology, such as Artificial Intelligence (AI), and government-wide guidance like the White House's identification of key life experiences for anticipatory services, Federal agencies are finding new momentum behind this long-standing priority.

Getting started

A key aspect to implementing robust digital services is making massive back-end improvements – that is the data foundation that integrates data across all aspects of the organization. In many cases, this data is unstructured, siloed and therefore inaccessible for analyzing, sharing and informing decision-making. The shift begins with digitalizing existing records - both electronic and analog. To jump start unlocking valuable data trapped on records, agencies should consider Intelligent Document Processing (IDP) to make automated digitization and valuable metadata capture a reality.

Bringing value to your agency

Iron Mountain's InSight® IDP is a one-touch solution that securely captures digital data, in concert with the digitization process, enabling government agencies to interact with their core applications and extract valuable insights. Powered with AI and Machine Learning (ML), the solution can extract information eight times faster, and with better accuracy than traditional methods. This provides a quick and cost-effective way to digitize data trapped on paper, microfiche, tapes, pdfs and more.

Did you know?

Delivering more digital engagement is consistently top of mind for Federal Chief Information Officers. In fact, Clare Martorana, Federal CIO, shared guidance to deliver a digital-first government to meet public expectations by identifying seven pillars to accelerate digitization. These pillars must be based on solid, accurate data.

Advancing CX by bringing legacy Federal records to life

One Federal agency held billions of microfilm-imaged records in various formats and differing styles, and some even with overlapping images and blemished data fields. This scattered data created a difficult environment for the agency to securely automate digitalization and capture citizen data. Partnering with Iron Mountain, the agency implemented IDP to rapidly process 2.1B records at a rate of 10M records per day. Leveraging machine learning, the agency also saw a 95 percent accuracy rate in the extraction of key fields such as dollar values, social security numbers and dates. With this digital foundation and automation in place, the agency is able to better service its citizens, while also empowering employees with the tools they need to succeed in their roles.

Why Iron Mountain

Iron Mountain Government Solutions has assisted numerous public sector agencies with highly secure intelligent digitalization of everything from personally identifiable information (PII) located within health charts, to vital records, to tax-related data. Through Iron Mountain InSight IDP, partners with agencies to transform structured and unstructured data into digital experiences for their citizen services.

For the past 70 years, Iron Mountain has been a leader in helping federal agencies manage valuable records and the full information life cycle. To address challenges encountered by organizations on digital journeys, our Iron Mountain InSight solution was developed, an information management platform designed to enhance constituent experiences. In collaboration with leading partners like Google and Amazon, Iron Mountain's solutions use proven AI/ML technology to proactively and effectively drive government missions.

Whether it be CX, employee experience (EX) or total experience (TX), Iron Mountain can help empower your agency to deliver the best service for any experience. Agencies who adopt this mindset will be better equipped to navigate their modernization efforts while meeting the needs of customers and employees alike. To see a demo or learn more about how IDP can help transform your organization, contact us at publicsector@ironmountain.com.

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About Iron Mountain