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C3 AI CRM | Public Sector

AI-First CRM for the Public Sector

C3 AI® CRM for Public Sector is the only AI-first CRM built for public organizations, government agencies, non-profits, and government contractors. C3 AI CRM enables public organizations to address the needs of their increasingly demanding constituency with quick, easy, and modern models of engagement – from first contact to complete delivery of public services. C3 AI CRM is built on top of the industry leading, next-generation Microsoft Dynamics 365 platform and is fully integrated with the Adobe Experience Platform.

C3 AI CRM for Public Sector is an AI-enabled and predictive system of intelligence unifying constituent identifiers, licensing inquiries, permits application details, financial records, public services history, case details, incident leads and evidence, call center history, social media, travel history, 3rd-party data, and other external data into a robust, secure, and extensible unified public sector object model to enable lower cost and faster delivery of public services.

C3 AI CRM uses artificial intelligence and advanced machine learning techniques to streamline case management, resource allocation, request processing, employee management, fraud detection, and public health and safety management. C3 AI CRM delivers high-precision, AI-driven predictions and actionable recommendations that help public officials manage their work efficiently and cost-effectively while engaging their constituents and building safe communities.

AI-Driven Use Cases

Streamlined Case Management – Consolidate all permit, complaint, license, regulatory and other processes into a single system and resolve cases at lower costs and faster speeds using AI to direct steps

Fraud Detection and Prevention – Identify malicious transactions or anomalous cases to save investigators time and prioritize investigation to eliminate fraudulent use of public funds with automated AI-based anomaly detection algorithms

Workforce Resource Optimization – Optimize human and public resources to improve employee productivity, operational efficiency, and constituent satisfaction

Constituent Feedback Management –Easily keep up with the many channels of stakeholder input with a unified stream and communication enabling automatic routing, AI-based responses, and streamlined reporting

Community Safety Planning – Minimize public health threats and increase public safety with AI-based scenario modeling on rich and unified clinical, economic, financial, hospital, law enforcement, and crime data

Emergency Response Management – Monitor all emergency response activities from a single system, and ensure proper resource allocation and resolution by using AI to predict and prioritize response actions
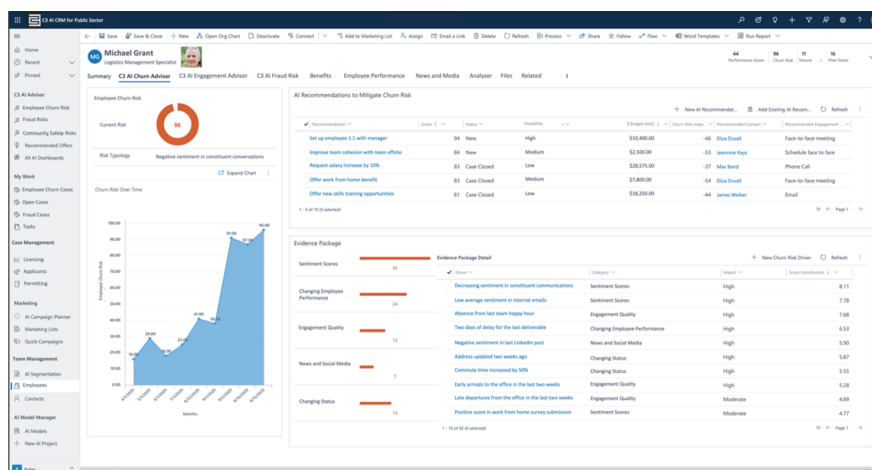

Figure 1. *C3 AI CRM for Public Sector helps public agency managers optimize their workforce with AI-based employee churn predictions and recommended actions to keep their workforce engaged and productive*
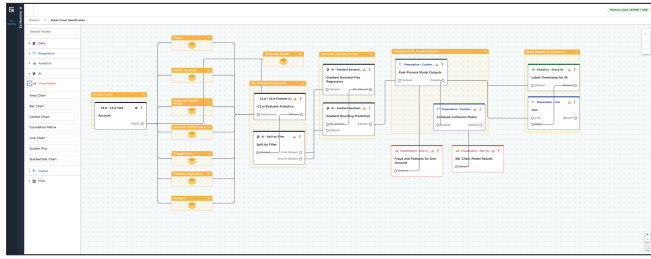
Figure 2. C3 AI CRM for Public Sector provides pre-built AI templates that can be rapidly configured and extended in no-code tools.

AI-Driven Use Cases (cont.)

Constituent Engagement Campaigns – Generate, manage, and personalize engagement content for constituents through multiple channels (email, print, social, text) based on AI models that analyze constituent sentiment across news, social media, and direct feedback, and predict the message most likely to resonate with each individual

Unify All Enterprise and Extraprise Data to Enable a 360° Constituent View

INTERNAL

- **Constituents**: Identifiers, Demographics, Public Benefits History, Public Records, Relevant Finances, Prior Applications, Surveys, Feedback
- **Applications**: Permits, Licenses, Social Security, Medicare, Medicaid, Unemployment, Disability, Welfare, Food Stamps, Grants
- **Cases**: Incident Reports, Leads, Investigator Reports, Timelines, Emergency Responses, Agent History

- **Employees**: Identifiers, Demographics, Performance History, Recruiting, Productivity, Benefits
- **Agency Firmographics**: Agency Profile, Hierarchy, Contacts, Compliance, Regulatory Approvals
- **Correspondents**: Email, Letters, Call Center, Help Desk, Digital Interactions, Meeting Logs

EXTERNAL

- **News & Public Views**: Adverse News Feeds, Equity Research Reports, Investor Relation Events, Analyst Sentiment, News Sentiment
- **Social**: LinkedIn, Twitter, Relationship Graph
- **Economic**: Markets, S&P, Dow, Unemployment, GDP Growth Rates, Inflation, Interest Rates, Government Debt

- **Vendor Firmographics**: Vendor Profile, Vendor Hierarchy, Prior Orders, Procurement History, RFx Award History, Ownership, Minority Representation

Engage Constituents, Reduce Costs, and Increase Employee Satisfaction

Improve constituent engagement – Personalize constituent communication strategies and improve satisfaction ratings with more data and intelligence around constituent behavior and sentiment

Lower costs and speed of case management – Leverage AI-driven scoring and eligibility evaluation to automate case management and provide a modern and speedy customer experience for constituents

Better engage the workforce – Improve employee productivity, and keep employees engaged and satisfied through smarter time allocation, AI-based training modules, and personalized coaching

Build safe and thriving communities – Ensure the health and economic safety of constituent communities through data-driven public health and safety decisions from handling flu season to managing and monitoring fire hazards

Manage public service costs – Cost-effectively monitor employee efficiency and allocation of public funds in order to reduce taxpayer burdens

Improve emergency response times – Continuously build, train, and test emergency preparedness by monitoring prior emergencies and predicting the likelihood of new emergency occurrences to ensure proper resource allocation

Proven Results in 8-16 Weeks | Visit c3.ai/get-started