

Revolutionizing Citizen Engagement with Custom Copilot by CONEXIQ

EXECUTIVE SUMMARY

The Government Communication Team (GCT) sought to improve its citizen engagement strategy by adopting AI and automation. With growing demands for personalized communication and the challenge of managing multi-channel outreach, GCT partnered with CONEXIQ to design and implement a Custom Copilot solution.

This case study highlights how CONEXIQ leveraged extensions, declarative agents, and Microsoft's ecosystem to enable GCT to:

- Automate citizen outreach
- Personalize campaigns
- Streamline collaboration
- Ensure rapid, real-time communication during crises.

ABOUT CONEXIQ

CONEXIQ specializes in deploying advanced AI solutions for government and enterprise clients. Using its expertise in AI-driven declarative workflows, custom integrations, and Microsoft technologies, CONEXIQ delivers tailored solutions that address specific operational needs.

PROJECT OBJECTIVES

1. **Enhance Operational Efficiency:** Automate repetitive workflows like citizen data segmentation, content generation, and multi-channel distribution.
2. **Improve Citizen Engagement:** Provide personalized and timely communications using data-driven insights.
3. **Ensure Scalability and Compliance:** Build a secure solution that scales with growing communication demands and adheres to data privacy regulations.

SOLUTION OVERVIEW

CONEXIQ implemented a Custom Copilot that seamlessly integrates with Microsoft Teams and Dynamics 365 Marketing. The solution combines AI-powered content recommendations, declarative agents for workflow automation, and real-time analytics for citizen engagement optimization.

Key Features:

- **AI-Powered Campaign Personalization:** Tailored messages based on demographic and behavioral insights.
- **Real-Time Collaboration:** Teams-based workflows for content creation, review, and approval.

- **Multi-Channel Communication:** Automated message delivery across email, SMS, and social media.
- **Feedback Analysis:** Aggregation and sentiment analysis of citizen feedback.

TECHNICAL SOLUTION ARCHITECTURE

1. Custom Copilot Layer:

- o Built on Azure OpenAI with integration into Dynamics 365 Marketing for campaign assistance.
- o Trained on historical citizen interaction data and government-approved templates.

2. Extensions Layer:

- o Add-ons for Dynamics 365 Marketing include:
 - Social Media Listening: Monitors and analyzes citizen sentiment in real-time.
 - Engagement Scoring: Predicts campaign success based on historical data.

3. Declarative Agents Layer:

- o Automates workflows using Power Automate and Azure Bot Framework.
- o Supports self-service tasks such as event registrations or FAQ handling.

4. Data Orchestration:

- o Azure Logic Apps connects Teams, Dynamics 365, and third-party tools.
- o Dataverse serves as the central data repository, ensuring real-time data availability.

IMPLEMENTATION WORKFLOW

1. Requirements Analysis:

- o CONEXIQ conducted workshops with GCT to identify pain points in their communication workflows.
- o Key focus areas included automating repetitive tasks and ensuring content consistency.

2. Solution Design:

- o Created a detailed architecture that integrates Teams, Dynamics 365 Marketing, and Azure AI services.
- o Designed declarative workflows to handle tasks such as audience segmentation, campaign scheduling, and feedback classification.

3. Deployment:

- o Custom Copilot was deployed within Microsoft Teams and Dynamics 365 Marketing environments.

- o Extensions were added to enhance campaign tracking and citizen feedback analytics.

4. Training and Support:

- o CONEXIQ conducted training sessions for GCT staff.
- o A dedicated support team provided assistance during the initial rollout.

USE CASE SCENARIOS

1. Personalized Campaign Creation:

- o **Challenge:** Citizens often disengage with generic government messaging.
- o **Solution:**
 - Custom Copilot recommends content for campaigns based on citizen demographics and preferences.
 - Declarative agents automate audience segmentation and message distribution.
- o **Outcome:** 30% higher email open rates and improved citizen satisfaction with targeted messaging.

2. Emergency Communication:

- o **Challenge:** Delays in disseminating information during crises like floods or pandemics.
- o **Solution:**
 - Teams-based collaboration allows rapid drafting and approval of messages.
 - Declarative agents automate the broadcasting of alerts across SMS, email, and social media.
- o **Outcome:**
 - Reduced response time from 3 hours to 30 minutes
 - High citizen trust due to real-time updates.

3. Citizen Feedback Analysis:

- o **Challenge:** Managing feedback from multiple channels (social media, emails, surveys).
- o **Solution:**
 - Feedback is aggregated and analyzed using sentiment detection models in Dynamics 365 Marketing.
 - Declarative agents route critical issues to relevant departments via Teams.
- o **Outcome:**
 - 50% faster resolution of citizen complaints

- Proactive identification of trending concerns.

KEY BENEFITS

1. Operational Efficiency:

- o Automation reduced manual workload by 40%.
- o Faster campaign deployment improved responsiveness.

2. Citizen Engagement:

- o Personalized messaging led to a 20% increase in positive interactions.
- o Real-time sentiment analysis provided actionable insights.

3. Scalability:

- o Architecture supports future enhancements, such as chatbot integrations or predictive analytics.

4. Compliance and Security:

- o Built-in data protection mechanisms ensured adherence to GDPR and local regulations.

FUTURE ROADMAP

1. Advanced Analytics:

- o Implement predictive models to forecast campaign performance.

2. 24/7 Citizen Assistance:

- o Deploy AI chatbots integrated with Teams for always-on support.

3. Voice-Activated Workflows:

- o Enable field officers to trigger workflows using voice commands.

4. Expanded Channels:

- o Include WhatsApp and in-app notifications for broader reach.

CONCLUSION

Through the partnership with CONEXIQ, the Government Communication Team transformed its citizen engagement processes. The deployment of a Custom Copilot with extensions and declarative agents enabled them to deliver personalized, timely, and impactful communication. This case study underscores the potential of AI-driven solutions in empowering governments to connect with their citizens effectively.