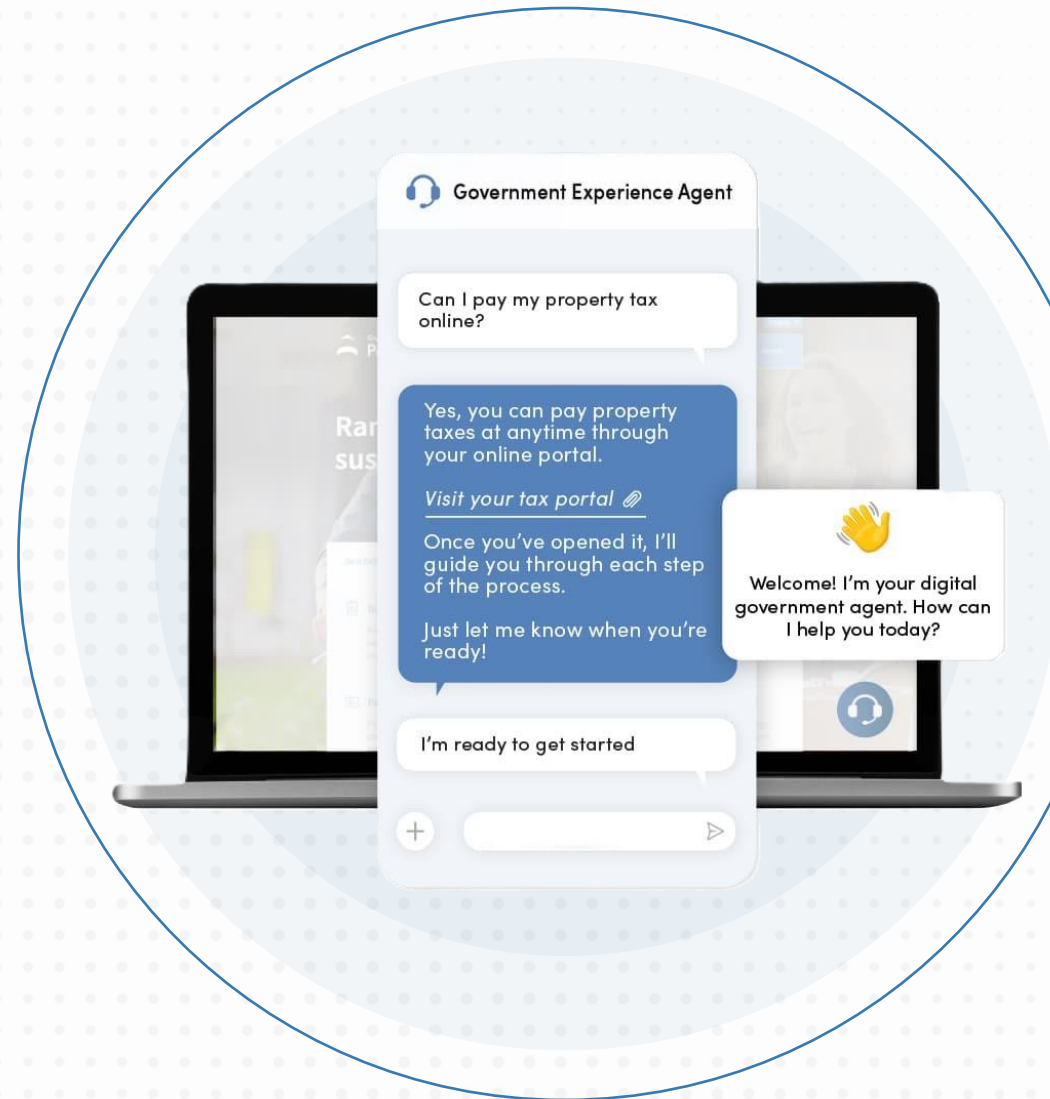




Service description

Government Experience Agent (GXA)



Introduction to Granicus

Granicus is the leading provider of government experience solutions that directly touch your citizens and the government employees that work with them. Our solutions include two-way communications, tools for citizen engagement and understanding sentiment, digitised government services, and streamlined staff workflows and operations.

Delivering a compelling customer experience is central to achieving the government's core missions of increasing access to services, building trust and transparency, and promoting health and security. Public sector organisations can more easily deliver on the central mission and achieve larger outcomes by better understanding their community, creating seamless ways for citizens to access information and services, and streamlining operations. Granicus has a proven track record of delivering a broad range of experience solutions to governments at scale.



500

public sector
organisations in
the UK



7,000

public sector
organisations
worldwide



22B

government
messages sent
annually



18M

people are
subscribed to
the UK network

Why partner with Granicus

Most government software vendors provide technology that helps solve common user experience challenges. But great customer experience moves beyond individual user experiences and instead focuses on the full range of customer interactions a resident has as well as finding ways to modernise back-office operations.

Granicus follows a human-centred design approach to creating better experiences that leads to better outcomes. We know government and the challenges staff face despite desires to do things differently.

With the Government Experience Cloud platform, you can



Enable an inclusive government that delights residents by providing easy access to information and services 24/7.



Go paperless with streamlined workflows for any service, from simple to complex.



Use actionable data insights to understand your community, personalise outreach, and build a long-term digital transformation roadmap.



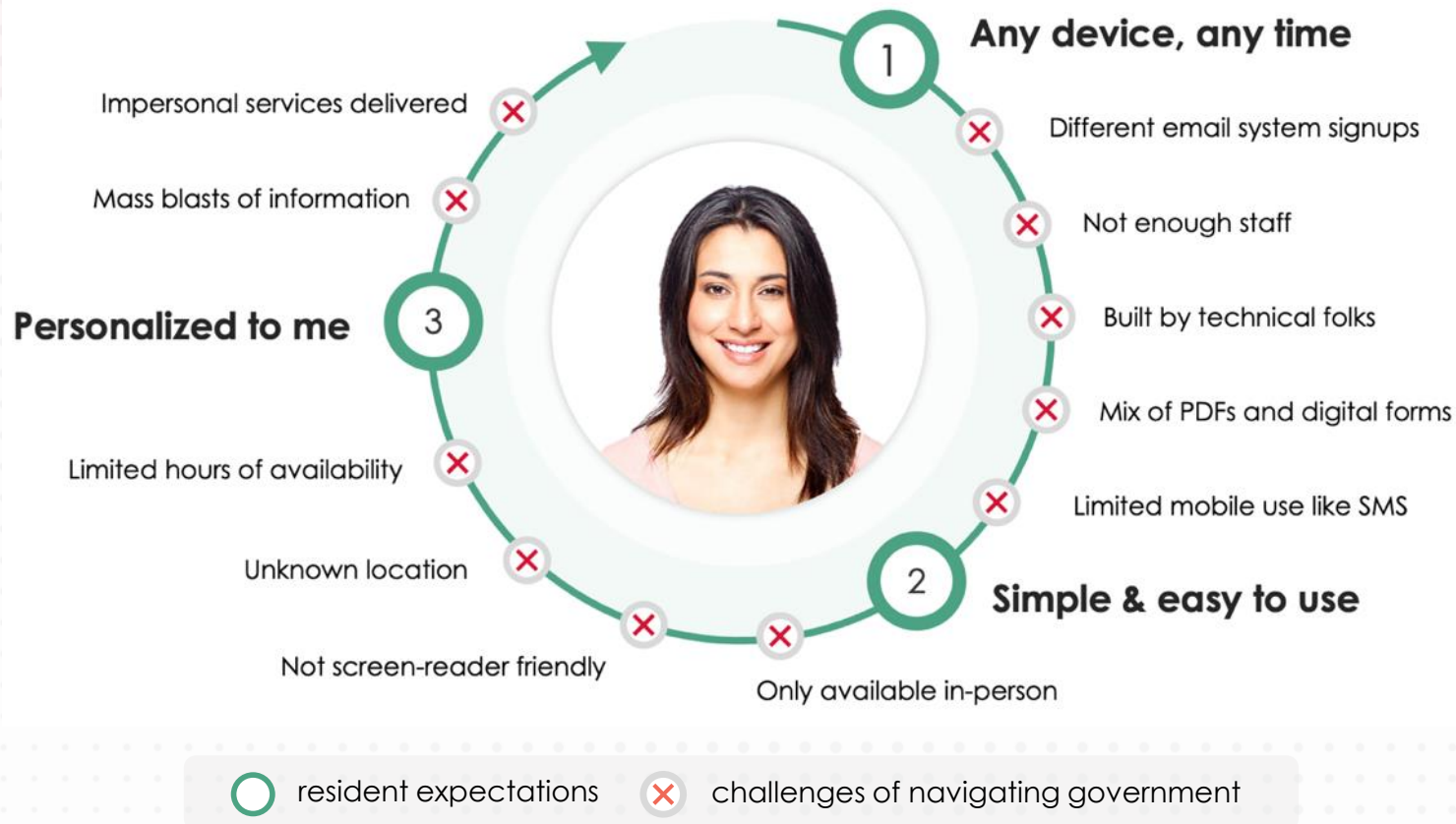
Develop and maintain relationships with your community by building, launching, and optimising digital service programmes.



Create meaningful and equitable connections based on user preferences.



Manage and improve the entire cradle-to-grave lifecycle.



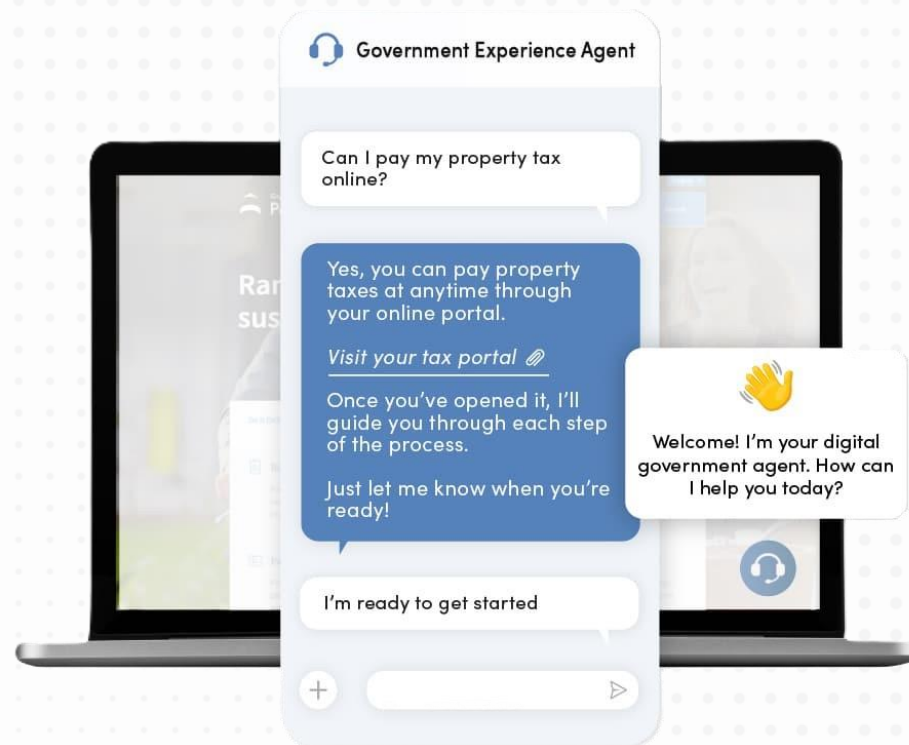
Positive government outcomes like these don't have to be uncommon. In fact, we believe they can be the norm. That's why we're excited to introduce Granicus' Service Cloud UK and Engagement Cloud UK solutions, which connect built-for-government digital services, communication, and engagement tools to help organisations like yours increase resident access to services, drive engagement, and build trust in government with enhanced customer journeys.

Our team of experts, project managers, and consultants help you establish a culture of ongoing innovation.

We know how important it is to learn from people navigating similar challenges. That's why we are proud to foster a global community of digital practitioners that gives you a unique opportunity to learn from a network of your peers.

The AI-powered digital agent for smarter government experiences

Government Experience Agent (GXA) transforms service delivery for public sector organisations, providing always-on, precise, consistent, and contextually relevant responses to citizen questions in easy-to-understand language. Unlike commercial AI tools, GXA is tuned to understand government interactions and accesses only approved agency data to deliver the best possible responses, creating better experiences for citizens and lighter workloads for staff.



Built for today. Ready for what's next.

Designed with deep connectivity to Government Experience Cloud (GXC), with integrations to your most critical citizen services — like web, forms, permitting, and public records — GXA provides one intelligent, always-on experience. With Granicus, you gain a single, scalable partner, backed by an innovation roadmap that includes rapid development cycles and future agentic capabilities for both citizen- and staff-facing use cases.

78%

of citizens see
benefits in using
digital agents for
government

(Accenture)

30%

less cost to
deploy a digital
agent
compared to a
live agent

(Forrester)

33%

fewer calls when
AI agents are
used for specific
intents

(Gartner)

70%

of local officials
worry about AI
misuse,
reinforcing the
need for secure,
accurate tools

(ICMA)

Transform government experience at scale with GXA

Unlike generic AI agents or legacy chatbots, GXA is built on real government expertise. Our team has supported more than 7,000 local, state, and federal government customers in their digital transformation journeys. From these engagements, we've refined and tuned GXA using a proven, human-centred, data-driven approach — aligning workflows, technology, and curated content to deliver accurate, trusted government responses.

Smarter AI, powered by experience

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Natural conversation for better understanding

GXA provides short, practical, multi-lingual responses in simple, plain language instead of long, overwhelming information for citizens to sift through. This is especially impactful for citizens dealing with stressful situations. Unlike alternative options, the experience of using GXA feels more like a human conversation than a robotic brain dump. When citizens enter ambiguous or vague prompts, GXA asks follow-up questions to ensure the guidance it provides is relevant and useful. The agent also keeps the conversation flowing with relevant follow-up questions to deepen the engagement.

Transform government experience at scale with GXA

Customisation console and automated personalisation

You decide what content GXA uses to answer questions. GXA provides an intuitive admin console that allows agencies to configure behaviour, appearance, and data source settings. This level of control ensures alignment with agency branding, policy needs, and specific use cases. For users, GXA can dynamically adjust responses based on conversation flow or behaviour patterns using embeddings or session memory.

Meeting government's unique security and privacy needs

GXA incorporates safety mechanisms specifically designed for the public sector to prevent unsafe, biased, or inappropriate responses while still surfacing the most relevant and helpful content for citizens. Conversations with GXA are not used to train the underlying AI model. The data you share with GXA is used solely to provide citizens with accurate, helpful, and timely responses to their queries.

White-glove guidance from knowledgeable experience experts

Granicus' customer experience practitioners ensure your existing content is fine-tuned for real-time policy accuracy and increased digital agent resolution rate. Ongoing support ensures you get the most out of GXA as your needs and GXA evolves.



Granicus Experience Group (GXG)

GXG is Granicus' dedicated digital agency, committed to transforming citizen experience and driving meaningful digital engagement. We combine human-centred strategies, actionable data insights, and hands-on consultancy to help organizations unlock the full potential of their technology. Our tailored solutions deliver measurable impact—empowering public services to create better experiences and stronger connections with the communities they serve.

At GXG, our mission is to help public services become truly citizen-centric. Whether supporting a carer, engaging with a concerned resident, assisting a local business, guiding the planning process, or helping a parent or student, we enable you to create better experiences and maximize the value of your Granicus technology. Our guiding principle is simple: ensure people get what they need, when they need it—quickly, respectfully, and with lasting impact.

Our human centred approach to digital transformation focuses on solving problems and providing solutions that help our customers to create better experiences for their customers, foster prosperous communities and increase employee morale.

Over a decade of helping government build better citizen experiences.

Service Catalogue Credits & Interactions

Service Catalogue Credits

GXA Core packages include the following annual service credits which can be used for additional supporting services via our Service Catalogue.

Web & Voice Option

Web & Voice add-on bands include the following interactions. Multiple bands can be licensed in any combination to achieve your required volume total.

BAND	SERVICE CREDITS	WEB & VOICE INTERACTIONS
1	100	15,000
2	150	30,000
3	200	45,000
4	250	60,000
5	300	80,000
6	350	110,000
7	400	150,000
8	450	200,000
9	500	250,000

Service catalogue credits are annual and do not roll across into the following year. Please see our Service Catalogue for further details of available services.

GXA Core Local Government - Fair Usage Policy

To ensure fair platform resource usage across all clients, a monthly fair usage interaction limit applies to each GXA Core license band. Should the band limit regularly be exceeded, Granicus reserves the right to require clients to upgrade to the next product band.



Do more with Granicus

Ready to take the next step?

Granicus solutions and services are meant to work together to provide an end-to-end platform that helps you modernise services, improve trust, and increase resident satisfaction. Contact Granicus team today to learn how our solutions and services help you create government experiences that work for all.

Contact us:



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granicus.uk/contact-us/



linkedin.com/company/granicus-europe/