



Modernizing Government Communications

5 REASONS TO CHOOSE TWILIO FOR PUBLIC SECTOR COMMUNICATIONS



Obstacles don't have to cost agencies the fast, trusted and digital-first services they (and their communities) deserve. Explore the primary challenges public-sector teams face and how Twilio can help address them with scalable and personalized citizen communications.

Public sector challenges

Research shows what's creating barriers to citizen engagement and why it matters for the public.

59%

of U.S. citizens worry [their government-held personal data](#) is vulnerable

39%

of agencies struggle with [staffing shortages](#), slowing digital progress

64%

[face legacy systems](#) that block modernization

63%

cite cyber and data security risks as [major hurdles](#)

44%

of organizations struggle with budget constraints

52%

of respondents say [AI offers the biggest boost](#) in public sector efficiency

Empower your agency to act

Tackle staffing, tech and security challenges without starting from scratch.

Start with the following steps to gain momentum:

- 1 Leverage APIs to connect modern communication layers to legacy systems
- 2 Use cloud platforms for scalable, multi-channel citizen interactions
- 3 Automate routine messages and verification to reduce staff load
- 4 Embed data insights for targeted, contextual citizen outreach
- 5 Adopt security-first workflows to protect sensitive citizen data



How Twilio powers your next steps

Twilio brings AI-powered solutions to life for public sector agencies.



Twilio Messaging:

Engage customers on preferred channels, including SMS, RCS, MMS, and WhatsApp, through a centralized business messaging platform. Powered by an intelligent network that monitors over 900 million data points daily, Messaging enables reliable communication at any scale.



Twilio Voice:

Build a scalable voice experience into real-time, actionable profiles worldwide and turns every call into data and insight.



Twilio Video:

Embed high-quality, customizable video calling in minutes with Twilio Video's seamless global platform.



Twilio Verify and Lookup:

Provide identity verification and fraud prevention with 2-factor authentication, OTP, sign-up verification, and protect citizen data during all interactions.



Twilio Segment

Unify citizen data from all touchpoints into real-time, actionable profiles with Segment. Deploy centralized governance to ensure data quality and compliance, and empower agencies to create personalized experiences across every channel.



Twilio Flex:

Twilio Flex is a modern contact center that now offers a real-time data layer and AI capabilities so you can individually tailor every sales and service interaction.

Twilio in action: A success story

Maricopa County saves \$185k by building citizen-centric experiences.



Challenge:

The Clerk of the Superior Court struggled to deliver a cohesive agent experience, as their legacy off-the-shelf chat solution was too limited to meet citizen demands or scale across agencies.

Action:

The Clerk's Office implemented [Twilio Flex](#), a versatile contact center solution, making court services more accessible to residents and meeting important community goals.

Impact:

Unified communications, reduced staff workload, faster responses and improved citizen engagement.

Channels:

SMS/text, phone calls and web chat to reach citizens across multiple channels.

33,000
calls handled per month

\$185,000
saved in operational costs

75,000
website visits supported per month

Build trusted, modern citizen experiences

Deliver better citizen experiences by combining speed, scale and AI-powered insights.



Provide equitable access for all constituents through omnichannel engagement.



Scalable communication at speed allows agencies to deploy real-time communications during a crisis.



Mission-centric efficiency and cost savings with AI-powered management of low-complexity tasks, so agents can focus on providing quality service to citizens.



Leverage AI and data insights for personalized, contextual outreach.



Secure citizen data with identity verification and fraud-prevention tools.

Are you ready to learn more about how Twilio can empower your organization to deliver scalable citizen experiences?

Explore Twilio for Public Sector Communications

