What is customer experience?

What is CX vs Digital Government?
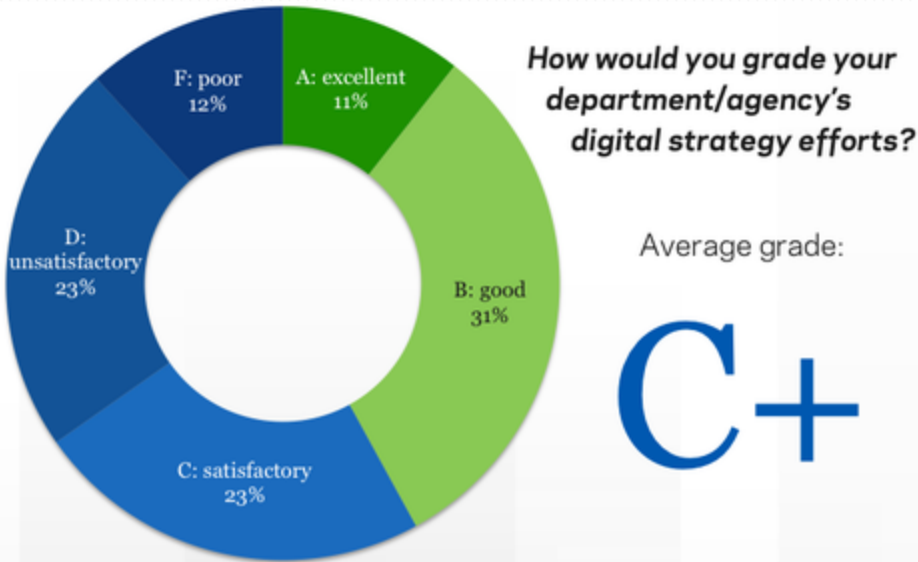
Timely

Accurate

Quality products

Easy

Trustworthy

Integrated consistent experience

Private

Secure

Enjoyable

Who are you... om...

Businesses
Consumers
Seniors
Students
Veterans
Warfighters

What problem are they trying to solve?

How do they want information or services?

How do you ensure continuous improvements?

Employees

Citizens

Businesses

Is your organization's culture customer-centric?

How do you measure the customer experience you provide?

How do you collect feedback from customers and employees on their experience?

DIGITAL GOVERNMENT

f t RSS flickr ▪

in g O ▪ +

ANYTIME, ANYWHERE ON ANY DEVICE

CX: What do we know?

How would you grade your department/agency's digital strategy efforts?

F: poor 12%
A: excellent 11%
B: good 31%
C: satisfactory 23%
D: unsatisfactory 23%

Average grade:

C+

1 Lee, Mark. "Digital Government: The Two-Year Progress Report." GovExec.

CX: What don't we know?
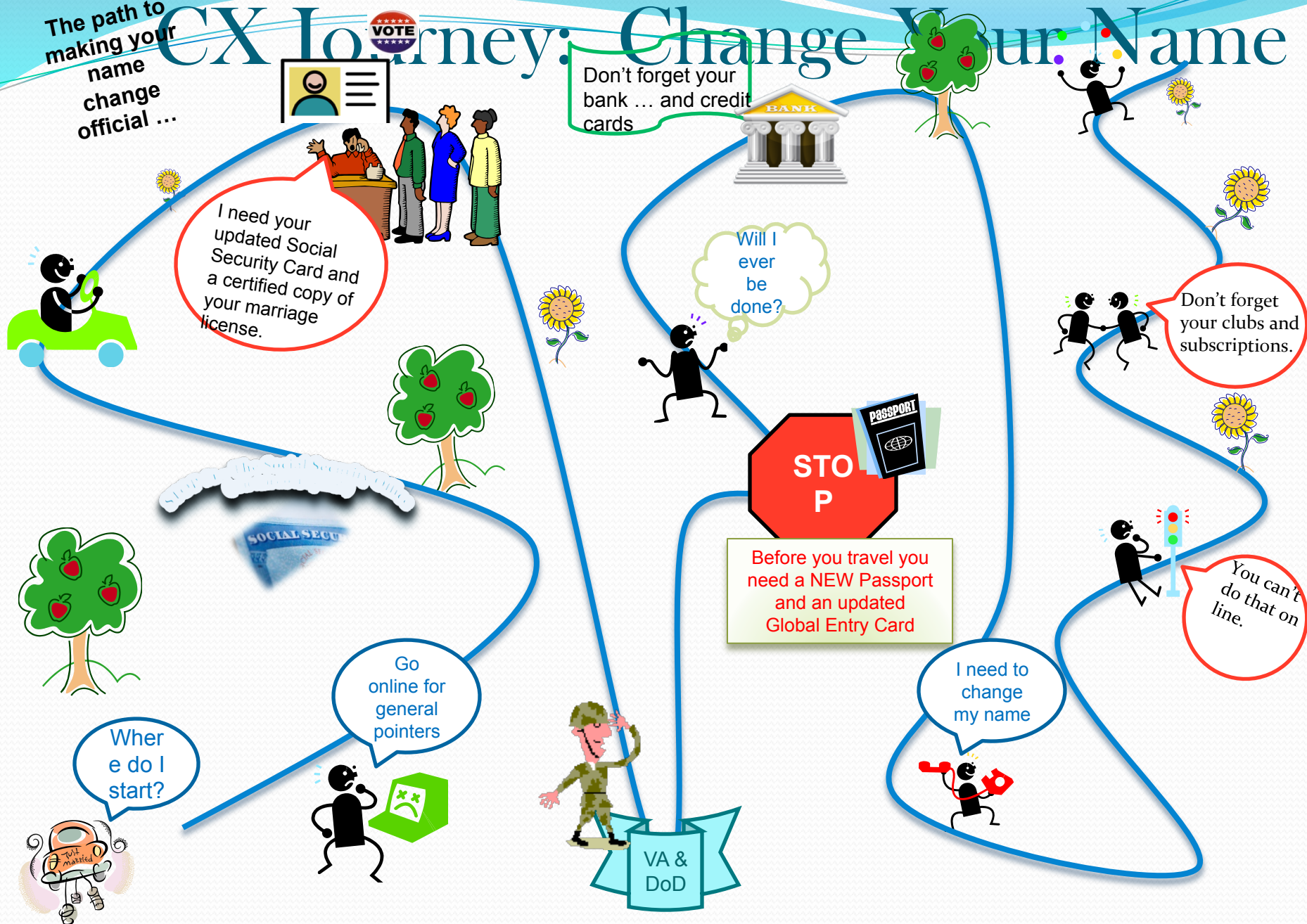
CX: How does technology impact CX?

In the beginning… OCSIT
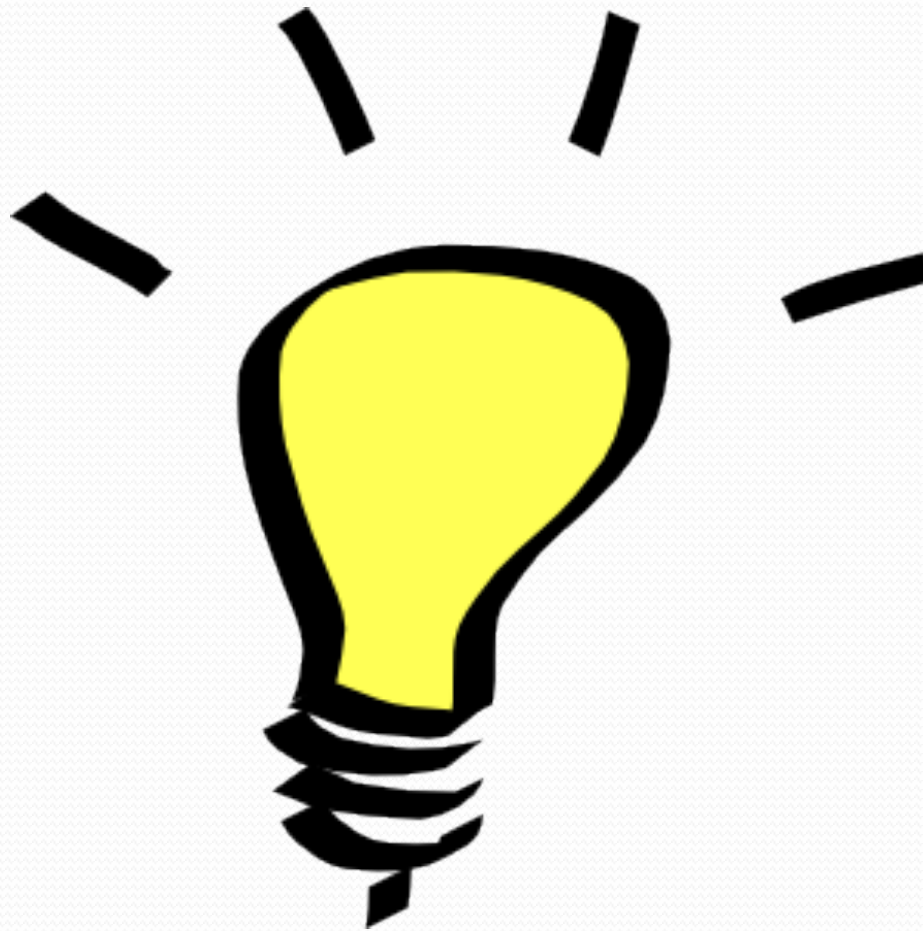
And NOW … in GSA/OCSIT

GCXi

86/62

Journey mapping

Engagement

Employee

VOICE OF THE CUSTOMER

Culture

Action Planning

Learning Series

Government Cxi (GCXi)

- Ov erall Customer Experience   80 – 5 = 75
- Task Completion   50 – 10 = 40
- Recommend to friend or colleague   75 – 16 = 60
- Return   70 – 5 – 65

Average all four questions (GCXi)   **60**

- % of responses of 4s/5s – 1s/2s

To help agencies.... GSA/OCSIT

DIGITALGOV SEARCH

Sites.USA.gov

Digital Analytics Program

Challenge.gov
Government Challenges, Your Solutions

DIGITALGOV

Open Opportunities

Then…. The White House established Customer Service as a CAP Goal

Key Objectives:

Develop customer service standards and principles, as well as an assessment framework for Federal agencies to determine opportunities for improvement
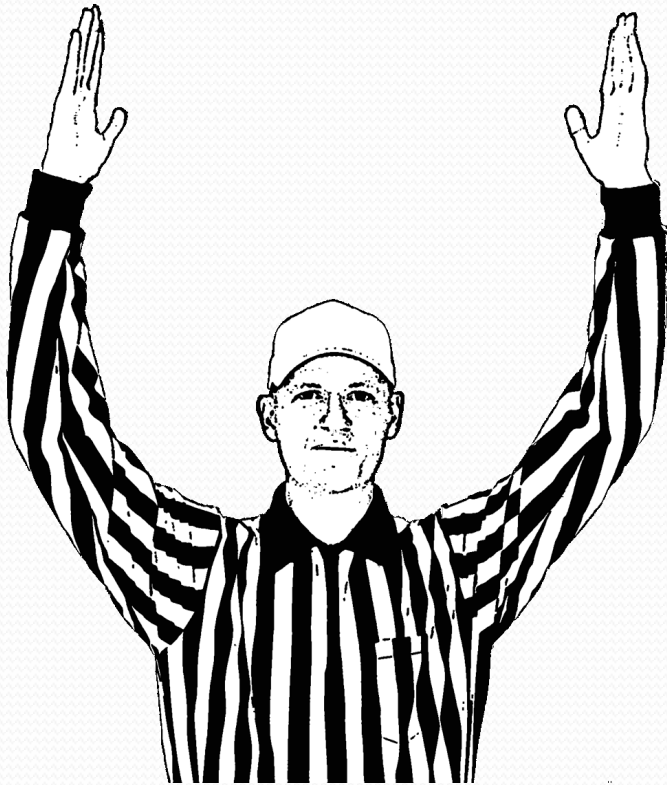
Identify and share best practices of customer service

Develop tools to identify strengths and weaknesses in existing customer service practices.

GSA announces one of the first CCOs

What's the goal?

CX: What's the road ahead?