USING CUSTOMER DATA TO DRIVE DECISIONS

DIGITAL COMMUNICATIONS SUMMIT

April 2016

STARTING WITH THE IDEAL "VOICE OF THE CUSTOMER"

Our aim is to sustainably replicate this best practice cycle for all of our customers, end users and influencers
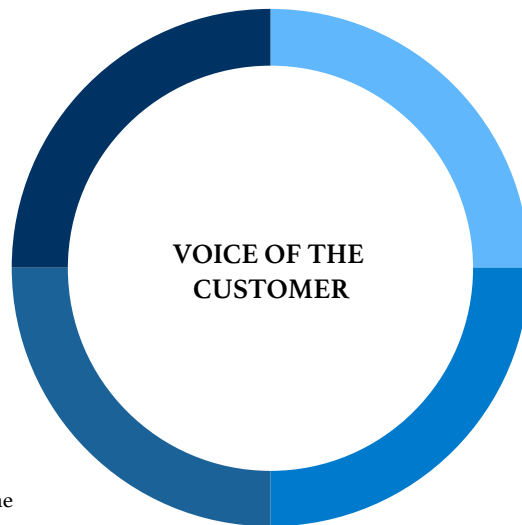
ADAPT & EVOLVE

- Make data-driven decisions to change customer experience
- Evolve products based on the voice of the customer

COLLECT

- Capture data from multiple touch points across the customer journey
- Capture both qualitative and quantitative data

VOICE OF THE CUSTOMER

REPORT

- Create reports for every level - from the person responsible to the person that's accountable
- Tie performance to reporting
- Close feedback loop with customer

ANALYZE

- Conduct analysis across data sets
- Connect customer to operational data

TAKING A FIRST STEP TOWARDS THE VOICE OF THE TENANT

Working closely with Facilities, we've evolved the Tenant Satisfaction Survey (TSS) delivery, reach and action planning

	FY12	FY13	FY14	FY15
DELIVERY	in-person, paper based	online, email delivery	online, email delivery	online, email delivery
COST	$1.2M	$24K	$24K	$130K
REACH	33% of buildings	33% of buildings	100% of buildings	100% of buildings
CONTENT	44-50 questions	90 questions	19 questions	18 questions
ANALYSIS	TSS data only	TSS data only	TSS + Operational data	TSS + Operational data
REPORTING	PDF reports by building, ~2 month time lag	PDF reports by building, ~8 month time lag	Online reports by building, ~2 month time lag	Online reports by building, ~2 month time lag
ACTION PLANNING	No action plans required	No action plans required	Action plans required for 6,500+ buildings	Action plans required for 2,550 buildings based on low satisfaction score/high engagement
BEHAVIOR	No monitoring, Not in performance plans, No best practice recognition	No monitoring, Not in performance plans, No best practice recognition	Online monitoring, In performance plans, Best practice recognition	Scores increased by 3.5% from FY15' Online monitoring, In performance plans, Best practice recognition

JUST AS IMPORTANT AS THE DATA ITSELF, ACTION PLANNING

We built a very simple and trackable action planning tool for building managers

Sample online action plan

All building managers submit action plans (fill in an already created template). TSS results should be one component for developing plans.

Action plans have specific tasks, which are recorded and managed against. Changes to tasks (ex. completion) ping their supervisor and is reflected in reporting.

JUST AS IMPORTANT AS ACTION PLANNING, MONITORING

Reports are now automatically generated for different levels of management

Sample automated report

Action plan reporting will be available by region, service center, field office, and building.

Automated reporting makes the previously overwhelming task of monitoring action plans possible and easy.

THE DATA REVEALED SOMETHING SIMPLE, BUT IMPORTANT

The data showed us that people don't know who to contact, but when they do they 11% more satisfied

Reporting awareness and options by region (2014)
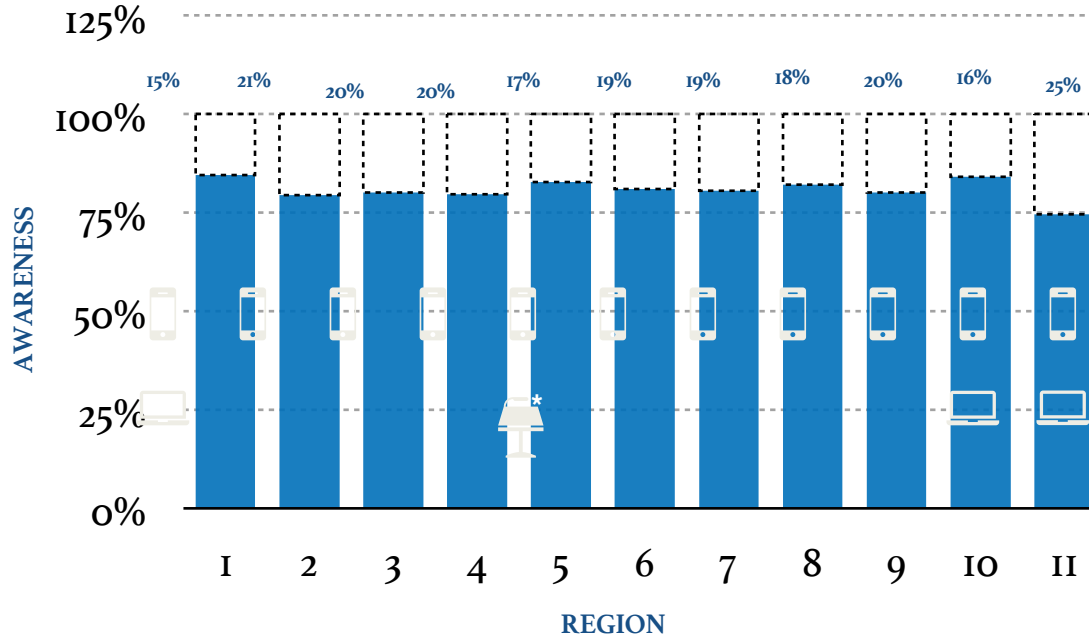
On average, **20%** of tenants **do not** know who to contact if an issue arises.

Of the 80% of tenants that do know who to contact, **a phone call** to the building manager and/or O&M is the only option in 8 out of 11 regions. Also, the intake process across buildings, even within a region, may be **inconsistent.**

*: IRS has a dedicated clerk that takes service calls; **EPA created their own
Source: TSS '14, Facilities Mgmt. in each region

A "DESIGN" PROJECT EMERGED: THE TENANT REPORTING APP

Giving tenants a transparent feedback loop and receiving transactional feedback in return

A "SEE CLICK FIX" STYLE SOLUTION

HOW THE MOBILE APP WOULD FUNCTION

1. A tenant opens their **GSA branded mobile app**

2. Tenant is automatically **geo located**, building is identified

3. Tenant can **select from common requests**, or submit their own

4. Tenant presses submit to **submit their service request**

5. Service request is sent to building manager's interface

   (eventually via **read-write API** into our CMMS)

6. **Tenant is sent a message** that we are working on their request

7. Notice of completion is sent via building manager's interface

   (eventually via **read-write API** from our CMMS)

8. **Tenant is sent a message** that their request has been completed

9. Tenant is asked to **rate their service experience**

10. Time to completion and satisfaction are **recorded and reported**

QUESTIONS?

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