



Transforming government

A practical guide for agencies

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It's time to transform your customer experience.

Whether they're interacting with your agency or a trendy retail brand, your constituents expect a seamless, modern experience.

Mobile everything. Same-day delivery. Always-on communication. Step-by-step navigation. Total privacy protection. These are their expectations, and they're changing daily. To achieve your mission, your program must keep pace.



Start here to deliver a better constituent experience:

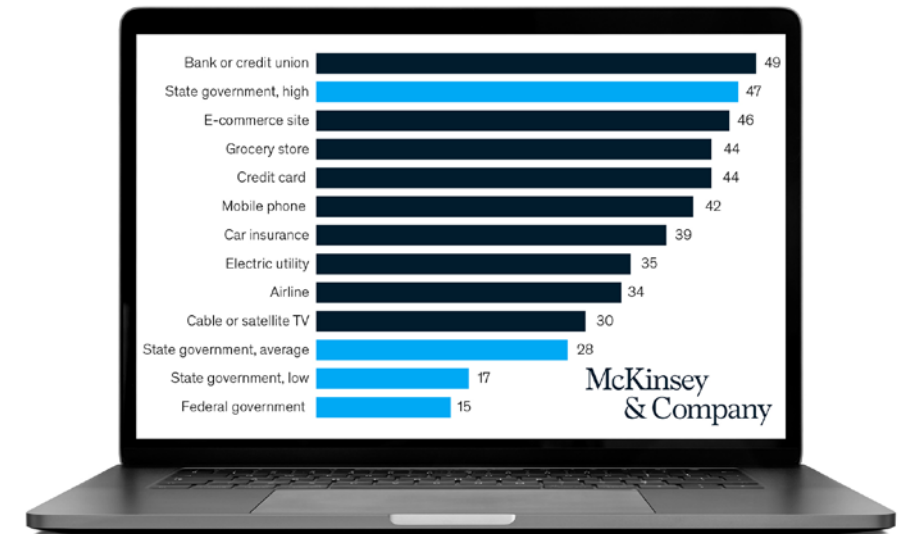
- Optimize outcomes
- Simplify experiences
- Maximize the value of technology
- Evolve with data-driven decision making and agile operations
- Prioritize social responsibility best practices

Following these best practices will ensure your agency provides the very best CX, now and into the future.

Your programs will deliver their intended benefits, and your constituents will enjoy experiences that are as good (or better) than what they get from their favorite private-sector brands.



Government can do better



Results from McKinsey's 2022 State of States Survey show government services lag behind most private-sector services in the United States when it comes to customer satisfaction. High-performing state agencies, however, prove government can provide better CX than the private sector does.

Residents satisfied with US state service, by service benchmark, % of respondents (n = 78,587) Source: McKinsey State of States Survey, 2022



Optimize

Optimize outcomes

The best way to measure the success of your program is through the outcomes it delivers for constituents.

If you answer “no” to any of these questions, there may be opportunities to improve your program’s outcomes.

- Is your agency meeting its goals for customer satisfaction scores?
- Can constituents resolve their issues the first time they interact with your program?
- Do you hold staff accountable to customer satisfaction metrics?
- Are you measuring whether your program delivers its intended benefits?
- Have you honed each step along the constituent journey, to ensure it contributes to optimal outcomes?
- Is your staffing model scalable, to meet unexpected surges in volume?



Intelligent CX engineering

Put your constituent at the center of your CX design. Map their journeys, anticipate their needs, and ensure the right systems, information, and support are available at every step.





Simplify

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Simplify experiences

Constituents expect your program to deliver a simple, modern user experience. Here are some ways to simplify your program's CX:

- Provide omnichannel communication options - e.g., web, email, text, chat, social media, phone, and interactive voice response (IVR) - that enable constituents to engage on their terms
- Offer constituents the modern CX and cybersecurity features they expect, including persistent cross-channel interactions; virtual queues; scheduled callbacks; e-signatures; and multifactor authentication
- Speak people's language - literally - with multilingual support
- Design all systems, training, and scripting with constituents' needs and journey paths front and center



Simplicity is key to CX

"The Federal Government must center its services around those who use them – delivering simple, secure, effective, equitable, and responsive solutions."

- President's Management Agenda (2022)





Maximize



Maximize the value of technology



CX should be a primary consideration in your digital transformation strategy. Using the right technology will ensure you're ready for what comes next.

Consider these questions to identify potential technology gaps:

- Do your systems connect seamlessly and give you real-time insight into shifting volumes, sentiment, and other emergent trends?
- Are you automating everything you can?
- Are manual processes consuming scarce staff resources, impacting CX cycle times, and exposing you to financial or headline risk?
- Are self-service options available for most constituent transactions?
- Can your systems and workforce scale during unexpected peaks and emergencies?

Case in point

During the pandemic, many agencies discovered their systems lacked the scale and agility to meet sudden peaks in demand. Identifying the right technologies - and implementing them with CX as a priority - will help you anticipate and avoid risks.





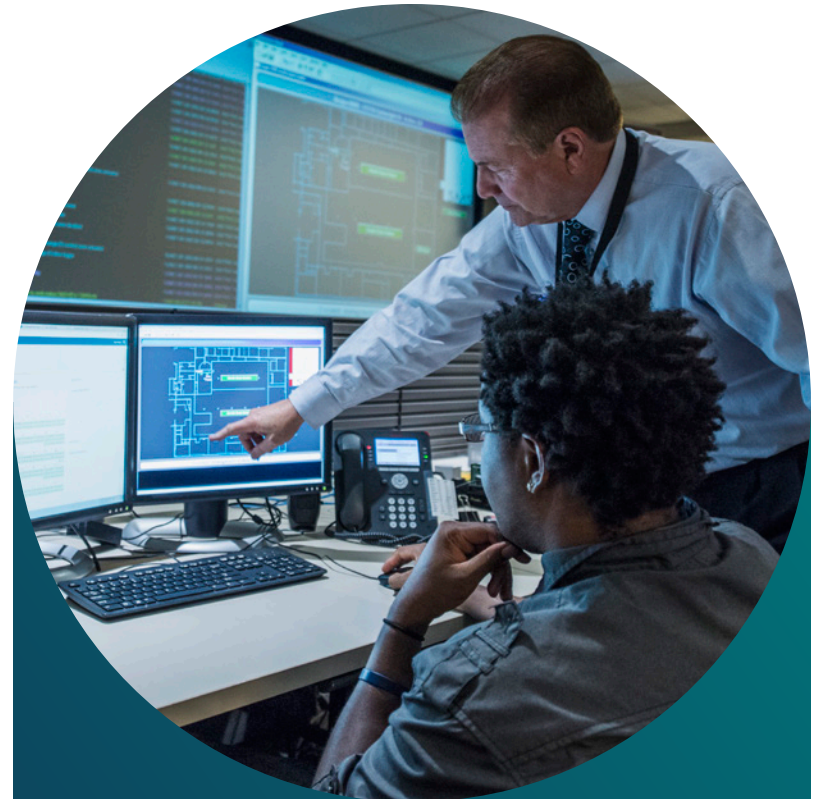
Evolve

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Make data-driven decisions and operate with agility

Using your program's data intelligently and quickly will help ensure a strong CX. Here are ways to build agile, data-driven CX decision making into your program:

- Implement real-time reporting and data visualizations that ensure clarity and visibility
- Leverage cloud-based solutions to optimize cost, scale, mobility, and collaboration
- Employ predictive analytics to address CX and staffing issues before they happen
- Give constituents easy ways to provide timely CX feedback
- Use call-listening intelligence to detect and address training opportunities
- Where possible, operate in a system-agnostic way, to stay ahead of evolving technologies and regulations
- Incentivize and reward staff for bringing forward innovative ideas



CX is everyone's job

Make CX part of your culture. At every level, hold staff accountable for your program's satisfaction metrics.

CX isn't a destination. It's a journey.



Prioritize

Prioritize social responsibility best practices

From training to scripting to technology to partnerships, social responsibility should inform all aspects of your program's CX.

- Meet constituents' cybersecurity expectations with FedRAMP-certified and NIST 800-53-compliant systems
- Deliver empathy by prioritizing it in staff training and performance management
- Ensure program access with omnichannel, multilingual, and always-on service options
- Minimize impacts on the environment with digital-first, paperless experiences
- Encourage economic opportunity by contracting with diverse CX partners



Progress through partnership

“Creating opportunities for all types of businesses and underserved entrepreneurs to compete for Federal contracts, the Federal marketplace can [...] create a more equitable economy.”

– President's Management Agenda (2022)



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For more than half a century, our enterprise has partnered with government agencies to simplify and optimize their constituent experience.

**Ready to transform your program's CX?
Contact us today.**

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