



Measurably Improve Your Relationship With Your Customers

The **Customer Experience (CX) CoE** collaborates with agency stakeholders and staff to address complex challenges that impact the experiences of their customers. We transform data-driven insights discovered through research into innovative solutions that ultimately solve customer needs.

WHY AGENCIES NEED CX EXPERTISE

- **It's the law.** Ever since the signing of the 21st Century Integrated Digital Experience Act in 2018, federal agencies are required to make CX a top priority, but many agencies still aren't capable of addressing the requirement.
- **It's a good investment.** According to research conducted by Forrester, high quality experiences increase federal customers' trust, makes them more likely to sign up for benefits and services and makes them more willing to forgive agency mistakes.
- **It makes better software.** Development at federal agencies traditionally focused on system functionality, which resulted in software that was hard to use and required extensive training to master. Iterative improvements made throughout development, based on a well-researched understanding of customers and their needs as well as data from frequent testing with the people who will depend on the finished software, greatly improves usability.
- **CX is cross-channel.** Addressing customer needs requires solutions that cross physical and digital channels and involve process design and can include structural changes for organizations.
- **CX is cross-functional.** Solutions require skillful facilitation because the quality of a customer's interactions with an agency are never the result of the efforts of a single department or office. Silos hinder the ability of the agency to define problems and create solutions for customers.
- **Agency customers expect better digital services.** Well-designed commercial digital services set the standard for federal services and people now notice when an agency falls well short of that standard.

CASE STUDIES



Office of Personnel Management

Led two customer-centric acquisitions that resulted in contracts to modernize the tools used by agency staff to adjudicate the retirement benefits of all federal employees.



Department of Agriculture

Gathered more than 550 actionable data insights on the agency's farm loans process via customer and employee interviews. Also delivered a CX digital strategy playbook, based on research.



Joint Artificial Intelligence Center

Based on actionable insights gleaned through customer and stakeholder interviews, developed a prototype for an AI tool to help commanders position assets before shortages or vulnerabilities occur.



Housing and Urban Development

Developed a prototype based on housing seekers' mental models that made it easier to find resources.

THERE'S A LOT OF OPPORTUNITY TO IMPROVE FEDERAL CX LET US HELP YOU ACCELERATE YOUR EFFORTS

45%

of Federal customers said that it was easy to go through the process of obtaining benefits, services, or information.

46%

of Federal customers agreed that they could get help quickly when they needed it.

46%

of Federal customers said that they felt respected after interacting with an agency.

CX CoE SERVICE CATALOG

SERVICE	DESCRIPTION	SAMPLE DELIVERABLES
CX Strategy	Creating a Customer Experience Office (CXO) can be a great strategy, but it isn't necessarily the best approach for every agency. A successful CXO requires a strong commitment to human-centered design (HCD) practices and burgeoning expertise at multiple levels of the organization. CoE consultants collaborate with stakeholders and cross-functional agency teams to identify strategies for building and leveraging a solid CX foundation.	<ul style="list-style-type: none"> • Agency Customer Audits • Cross-Functional Workshops • Customer and Service Analysis • CX Capability Road Maps • Customer Engagement Strategies • Staffing Plans • Candidate Evaluations • Communication Plans for Stakeholders, Congress and the Public
Human-Centered Design Tools and Processes	Federal agencies historically take a system-centric approach for the development of digital systems. As a result, software is often hard to use and harder to evolve as requirements change. Human-centered design puts the well-defined needs of well-defined users at the center of digital development, vastly improving usability, minimizing training and optimizing the productivity and satisfaction of the people who depend on federal systems.	<ul style="list-style-type: none"> • Design Workshops • Co-Design Sessions • Interview Guides • Personas • Wireframes • Interaction Patterns • Prototypes • Testing scripts • Design Systems
Customer and Agency Research	A consideration of the context in which services are used is integral to improving the experience of agency customers. Wide-ranging research and analysis provides a holistic understanding of customer, staff and organizational needs and challenges.	<ul style="list-style-type: none"> • Survey Analysis • Research Plans • Customer and Stakeholder Interviews • Contextual Inquiry • Personas • Engagement Models • Research Reports
Service Design	People don't use digital systems in a vacuum. Fully addressing the needs of customers requires solutions that cross physical and digital channels. Service design is an approach to defining and solving complex problems that takes into account all aspects of the interactions between agencies and their customers.	<ul style="list-style-type: none"> • Cross-Functional Workshops • Storyboards • Journey Maps • Service Blueprints • Ecosystem Diagrams
Customer Insights	Any agency can implement available tools for collecting feedback from customers, but only agencies that have fully committed to HCD practices have the foundation necessary to truly leverage customer insights to make data-driven decisions.	<ul style="list-style-type: none"> • Social Listening Tools • Contact Center Process Optimization and Tool Improvements • Knowledge Management Acquisitions • Customer Relationship Management (CRM) Acquisitions



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