

## CUSTOMER EXPERIENCE

# Maximize the Impact of Your Initiatives

The Customer Experience (CX) CoE helps agencies design outstanding experiences, then create the ecosystem they need to deliver CX-driven improvements across their organizations.

An effective customer experience approach improves the experience citizens and businesses have with federal services, resulting in increased trust in both the agency and the federal government.

The CoE works with agencies who are passionate about their customers and who need to focus their limited resources to produce effective solutions or strategic business initiatives that have a large impact on their customers' experiences and support their agency's mission.

The CX CoE offers a range of services to help organizations better understand their customers and their unfulfilled needs, in order to create innovative solutions that are customer-centric.

The CX CoE has supported improvement across the federal government:

- Used **customer and employee interviews** to gather over 550 actionable data insights on

USDA's farm loans process, visualizing applicant challenges in a **journey map**, and **prototyping and producing** a simple, user-friendly digital tool and printable guides for Farmers.gov.

- Created a research-driven, **CX-based Digital Strategy Playbook** supported by **customized workshops** with USDA's web managers to grow their CX practices and guide USDA's web modernization efforts.
- Conducted **user research** related to OPM's retirement benefits adjudication process. Assisted OPM's Office of the Chief Information Officer (OCIO) in the preparation of an acquisition package to modernize the tools Retirement Services staff depend on to determine retirement benefits.
- At HUD, **prototyped an information architecture** that will make it easier for affordable housing seekers to find relevant tools and resources by organizing and labeling information in ways that reflects housing seekers' **mental models**.

### Customers with a Good Customer Experience are...



more likely to try a new offering



more likely to forgive an organization if it makes a mistake



more likely to recommend an organization

*Journey-led transformation is 30% more strongly correlated with better business outcomes (than measuring individual touchpoints).<sup>1</sup>*

# Customer Experience CoE Service Catalog

SERVICE	DESCRIPTION	SAMPLE DELIVERABLES
<b>CX Strategy Consulting</b>	Bring cross-functional teams together in workshops to understand an organization's CX challenges and develop processes and solutions for fixing them. Collaboratively scope problem statements, navigate complex organizational relationships, develop research hypotheses, and analyze findings.	<ul style="list-style-type: none"> <li>• Current state analysis &amp; recommendations</li> <li>• Customer-focused plans and processes</li> <li>• Research, plans, and solutions workshops</li> <li>• Design Thinking workshops</li> </ul>
<b>Service Delivery Models Development</b>	Identify key practices to build an agency's CX program or office and its capability to affect customer experience improvements. This will include everything from improving customer insights through Voice of the Customer (VoC) strategies and plans, to developing, testing, and refining customer experience methods, tailored to the agency and its challenges, to enable delivery on those insights.	<ul style="list-style-type: none"> <li>• VoC practice model</li> <li>• Service delivery and customer engagement models</li> <li>• Materials for internal use of CX efforts</li> <li>• Materials to communicate with stakeholders, Congress, and the press</li> </ul>
<b>Application of Human-Centered Design (HCD) to Solution Decisions</b>	Partner with key stakeholders to collaboratively conduct research to understand customers and allies, their needs, contexts, and motivation. Perform current-state and comparative evaluation of design alternatives, facilitate Design Thinking activities, and examine common problems and reframe insights into new solutions. To help institutionalize and grow an organization's CX capabilities, develop materials to communicate CX understanding to developers and stakeholders, establish customer panels to support ongoing improvement, and design human-centered approaches for agile environments.	<ul style="list-style-type: none"> <li>• Research plans for: User Research; Ethnographic Methods; Stakeholder Engagement; Design prototypes</li> <li>• User mental models</li> <li>• Design Thinking activities</li> <li>• Wireframes, mockups, and prototypes</li> <li>• Identified patterns in customer behavior and service</li> </ul>
<b>Customer Journey Mapping to Better Understand Customers and their Needs</b>	Create journey maps that capture customer characteristics and identify the experience-shaping touch points that customers have with an agency, based on human-centered design. Identify pain points, points of delight, and other relevant information about the journey; workshop the journey and key insights with stakeholders/customers. Develop a visual resource to guide decision makers and staff through data-driven, customer-centric decisions.	<ul style="list-style-type: none"> <li>• Workshops for agency leadership and customers</li> <li>• Deep dive interviews with stakeholders</li> <li>• Visualizations of customer journeys and workflows</li> <li>• Report of Findings</li> </ul>
<b>Data-Driven Research</b>	Develop research plans and activities of current practices across industry and government, in order to create best practices and methods to apply to agency specific efforts. Provide training and materials to ensure that CX practices continue at the agency after CoE staff have transitioned out.	<ul style="list-style-type: none"> <li>• Best practices playbook</li> <li>• Public and private sector case studies</li> <li>• Documented lessons learned</li> <li>• Existing tools and artifacts of other agencies</li> <li>• Training materials and courses</li> </ul>