

# SHARING CUSTOMER EXPERIENCE PRACTICES ACROSS GSA

Voice of the Customer Team | General Services Administration

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## **Keywords:**

User experience, customer training, asset creation, content design

## **Summary:**

To provide foundational customer experience training to GSA employees, Madelyn led a visual overhaul of the training course, updating content and creating visual assets to improve clarity, accessibility, and engagement. By facilitating workshops to understand employee feelings and frustrations, she identified key themes that ensured the redesign was grounded in employee insights. Leveraging Figma, FigJam, and Google Suite, she refreshed the training into a consistent, accessible experience that equipped 8,000+ employees with the knowledge to apply customer experience principles in their work.

# SHARING CUSTOMER EXPERIENCE PRACTICES ACROSS GSA

Voice of the Customer

General Services Administration

Camille Tucker — Program Manager

Genevieve Christensen — Data Analytics Specialist

coding it forward >



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# CONTEXT

# WHAT IS VoC?

GSA's **Voice of the Customer** team is the first agency-wide organization to focus solely on improving customer experience and fostering a customer-first mentality.



# CUSTOMER EXPERIENCE TRAINING

Each year, GSA employees take a customer experience (CX) training course to promote good customer experience practices across the agency.



# THE CHALLENGE

However, the layout, flow, and content of the annual customer experience training has not been updated in **3 years**.



How might we refresh the annual Customer Experience training to adopt the updated design system and better communicate best CX practices to employees?

# RESEARCH

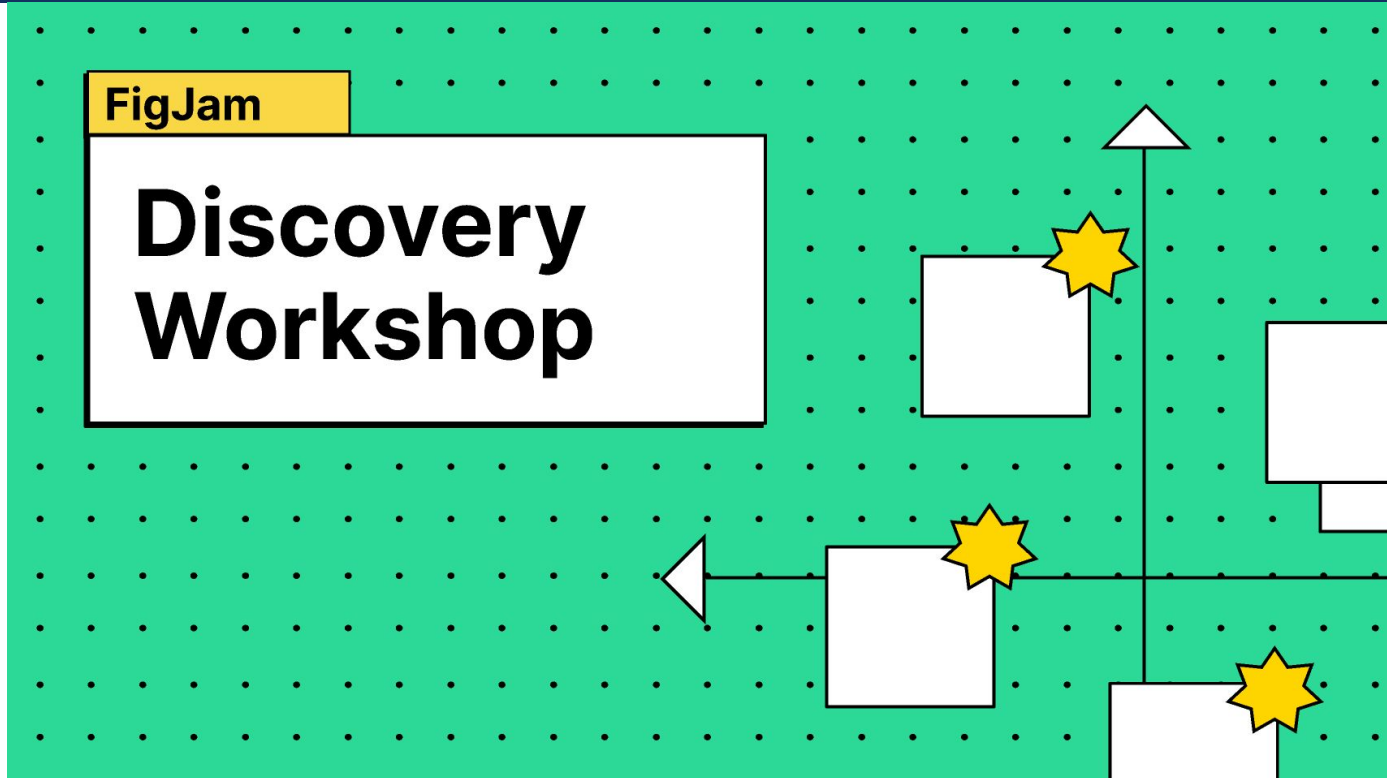


# CUSTOMERS SERVED BY GSA

- Federal, State, Local, and Tribal entities
- Suppliers
- **GSA Employees**
- American Taxpayers



cif>



# OBJECTIVE

Understand GSA and VoC employees' current feelings about the CX Training course.

- Content
- Interaction
- Improvements



# PREPARATION

1. Created a slide deck draft with updated copies.
2. Use FigJam to create sections I wanted feedback on (ex: layout, etc)
3. Presented slides & gave each participant 2 minutes to give feedback on each section.



# WORKSHOP LAYOUT

The screenshot shows a Miro board titled "CX Training Refresh". At the top, there's a header bar with a grid icon, the title "CX Training Refresh", a document icon, a user profile "M", a calendar icon, a clock showing "03:30", and a "Share" button.

The main content area contains several sections:

- Welcome!** Thank you for participating in our CX Training Refresh Workshop. Our goal is to understand how to best update the CX Training slides so that the content feels informative, engaging, and is easy to understand.
- We're looking to gather feedback on the first draft of our slide deck layout. This is a WIP, so please be mindful that the dummy content and colors are not final. Below you can find space to give feedback on specific themes. You will be given 1 and a half minutes to provide feedback for each section. Feel free to upvote other people's feedback with stamps!**
- Layout** (Blue sticky notes): "Does the structure of the CX Training Refresh feel easy to navigate?"
- Content** (Purple sticky notes): "Does the content feel relevant and useful? If there are content gaps, how might we include that in our content design?"
- Flow** (Yellow sticky notes): "Does the content flow well? If not, what changes would you suggest?"
- Likes** (Green sticky notes): "Does this slide feel like it's worth keeping? Why or why not?"
- Dislikes** (Red sticky notes): "Does this slide feel like it's worth keeping? Why or why not?"
- Improvements** (Pink sticky notes): "What general improvements do you suggest for the CX Training Refresh? Please be specific." A long vertical pink note on the right says: "I think the content is good, but I think the layout is a bit messy. I think the content is good, but I think the layout is a bit messy. I think the content is good, but I think the layout is a bit messy." (Note: This text is repeated in the image).
- Post Workshop Insights Synthesis** (Bottom left): A section for synthesizing insights, with several sticky notes in blue, purple, yellow, green, red, and pink.

At the bottom left, it says "CX Training Slide Deck Draft". At the bottom right, there's a toolbar with icons for a triangle, hand, eraser, sticky note, rectangle, circle, text, image, table, person, comment, link, and a plus sign. To the right of the toolbar are zoom controls: minus, plus, and a question mark.

# Insights

# PARTICIPANTS

5 VoC team members

- Service Designer
- Data Scientist
- Software Engineer
- Program Manager



# THEME 1: DEFINITIONS

Customer Experience is multifaceted .  
There must be a **clear and intuitive**  
breakdown of CX and what makes CX.

Recommend adding some context for customer service. Something like: "Customer Service is no less important than Customer Experience. It's an important contributor to the customer's overall perception of GSA."



# THEME 2: MEMORABILITY

To help GSA employees understand how CX applies to their work, it is helpful to **make the impact of CX memorable.**

The success stories are powerful because they use real GSA examples that will connect with our colleagues, so I wonder if there are ways to make this part more memorable.

# Refreshed Design

Note: This project is still WIP, so the refreshed designs are not 100% final.

# DEFINITIONS: BEFORE

- Customer service is not clearly defined.

## CX is more than customer service



CX is the sum of direct customer service and all the other ways customers interact with GSA.

Updated  
header

# DEFINITIONS: AFTER

- Clear definition of customer service.
- Relates back to the overall training's theme.

What is Customer Experience?

**Customer Service is the direct support between customers and GSA employees.**

Customer Service is no less important than Customer Experience. It is just one component of CX. It's an important contributor to the customer's overall perception of GSA.

Enhancing Customer Experience

GSA

# DEFINITIONS: AFTER

Added a CX vs CS slide to  
**increase clarity in  
understanding** between the  
different terms.

What is Customer Experience?



## CX vs CS

CX is the sum of direct customer service and all the other ways customers interact with GSA.

CS is the direct contact between customers and GSA employees.

**Important:** CX includes CS, but CS is only one part of CX.

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# MEMORABILITY: BEFORE

## Improved the end-to-end experience of GSA customers

NEW CONTENT -  
REVIEW

### Situation

The [GSA SmartPay](#) program provides charge cards and commercial payment solutions to more than 250 federal agencies, organizations, and Native American tribal governments. It's the largest government charge card and commercial payment solutions program in the world. When the contract came up for a recompet, the Center for Charge Card Management (CCCM) decided the GSA SmartPay website needed a complete overhaul and modern redesign.

### Response

CCCM partnered with the Service Delivery team to conduct user research on needed improvements to the websites. The CCCM and Service Delivery teams used human-centered design to overhaul [Smartpay.gsa.gov](#) and the training website, focusing on how users interact with the website and how to quickly access necessary information.

## Improved the end-to-end experience of GSA customers

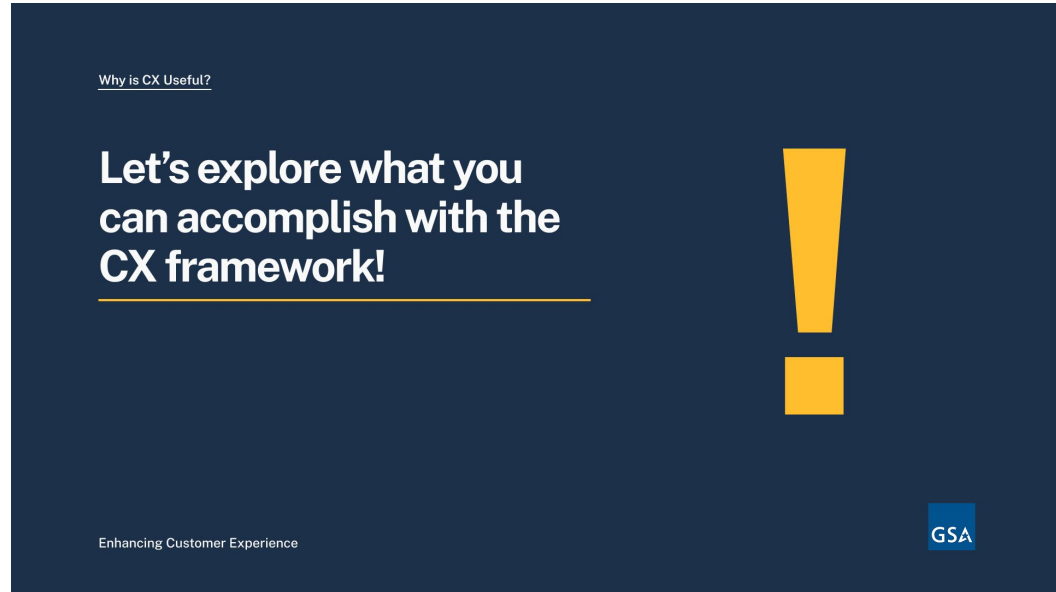
NEW CONTENT -  
REVIEW

### Solution and Outcome

The CCCM team reduced the content on the GSA SmartPay website by 75%, keeping only the core information that was up-to-date and relevant for users. The new training website reduced the number of logins required per user, and the number of passwords for program managers to remember. The end result was an easy to use website for users and reduced administrative work for the website team. After the site launched in October 2023, the number of help desk requests dropped from 40 inquiries per day to less than 5, a reduction of about 90%.

# MEMORABILITY: AFTER

Engaging language to set the stage for a reflective chapter.



Why is CX Useful?

**Let's explore what you can accomplish with the CX framework!**

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GSA

# MEMORABILITY: AFTER

- Improved text hierarchy.
- Brevity allows for quick reading and comprehension.

Why is CX Useful

## Situation

The team needed to create a shared understanding of high expectations and complex requirements for both DCIS and the lessor to relocate the agency from their current lease, which the lessor planned to redevelop.

## Response

To ease the transition for DCIS, the team collaborated with the lessor to relocate the agency into a new lease with upgraded space in the same building complex and reduced rental rates.

## Solution & Outcome

The team saved taxpayer dollars by facilitating over \$2 million in tenant improvements to the new property, upgrading the security and IT infrastructure, and having the lessor cover all the IT, move, and furniture costs under the relocation.

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GSA



# MEMORABILITY: AFTER

- Relates back to previous parts of the CX Training.
- Spotlights connection between case study and CX Framework breakdown.

Why is CX Useful?

## How did the team leverage the CX Framework?

Through collaborating with the lessor to relocate the agency, the team **learned** how to create a shared understanding of high expectations and complex requirements, saving taxpayer dollars.

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GSA

# MEMORABILITY: AFTER

Call to action brings audience out of the reflective environment to motivate them and relate the learnings to their role.

Why is CX Useful?

## **Drive impact now!**

Use the CX Framework to put your customers at the heart of your decisions. Regardless of your role, the CX Framework can help you make better informed, customer focused decisions.

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# Impact & Takeaways

# IMPACT

- 8k~ GSA employees will take this training a year



# TAKEAWAYS

Content design plays an important role in creating a memorable experience for your audience!



# Next Steps

# NEXT STEPS

- Incorporate infographics to support the copies.
- Move the designs onto Google Slides, a more accessible format.
- Create documentation to guide the future of this project.



# Thank you!

## Questions?

### **Special Thanks :**

VoC Team 

CIF Team, Fellows, and CIF Mentor 