

CX CAP Goal Supporting Materials: Metrics

Dear High Impact Service Provider:

Below is guidance on how to get started measuring Customer Experience (CX) in a way that will help us to build the standard of service across the Federal government and improve your own services and mission achievement.

We look forward to working with you on this, and are available to connect to discuss your agency’s high-impact services, journeys, and touch points as you determine where you’ll start.

Sincerely,

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Getting Started



- 1 Review the Excel template that includes the information that you’ll regularly report.
- 2 Identify your highest-impact customer journeys. If you need help thinking about which of your customer journeys are high-impact, consider some of the parameters included in the template (volume, annual program spend, customer-identified priorities, APGs, other agency priorities, etc.).
- 3 Within these journeys, identify touch points/transactions at which to collect feedback (e.g., online after submission of a form; in a follow-up email; on an iPad at a service center; or over the phone after a call center interaction).
- 4 Create your agency's transactional CX survey to include the mandatory general and as many component questions as you are able, minimally editing only as absolutely necessary, to meet your context.
- 5 Complete the Excel template with the distribution of respondent scores for each touchpoint and each question asked (e.g., 1: 10%; 2: 30%; 3: 10%; 4: 40%; 5: 10%).
- 6 If possible, survey customers on an annual basis to replicate these questions at the relationship level (rather than tied to a specific transaction). Use the same questions below but modify slightly as needed to capture a series of interactions over the span of a year (e.g., “My interactions with [Agency] have increased my confidence with the agency.”).

General CX Questions (Mandatory)

| | | strongly disagree | disagree | neutral | agree | strongly agree |
|-----------------------------|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Trust (or) Confidence | This interaction increased my confidence in [Program/Service]. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| | I trust [Agency/Program] to fulfill our country’s commitment to [population]. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Service Component Questions (Minimal Revisions)

| | | strongly disagree | disagree | neutral | agree | strongly agree |
|---------|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Service | Effectiveness: My need was addressed. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Process | Ease: It was easy to complete what I needed to do. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| | Efficiency: It took a reasonable amount of time to do what I needed to do. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| | Transparency: I was treated fairly. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| People | Employees: Employees I interacted with were helpful. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |