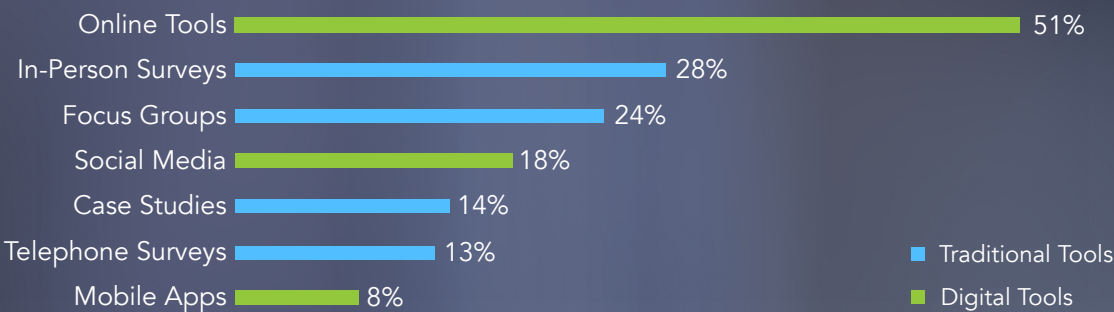


Modernizing Federal Customer Service

For federal agencies, improving customer service depends on shifting from a transactional to a relational paradigm, requiring seamless integration across agencies, channels, and touchpoints. To learn about the current state of customer service, GBC conducted a survey of 410 federal managers.



Channels Used by Agencies to Receive Feedback from Customers



What Federal Managers Are Saying

47% say their organization does a good job of collecting customer feedback.

35% say their organization integrates customer data across touchpoints throughout the customer journey.

23% say their organization integrates its data with that collected by other agencies.

Touchpoints Across the Customer Journey



A citizen registers by mail to receive a public service.



She calls a federal call center to ask a question about her service.



She makes changes to her preferences using online self-service tools.



She receives care provided in-person by a federal employee.



She posts about her positive experience on social media and the agency retweets it.

What's Holding Agencies Back from Customer-Centric Service?

Budgets

55% say limited budgets are an obstacle to customer service improvements.

Technology

45% say outdated systems and technologies limit customer service improvements.

Incentives

15% say their organization aligns employee incentives with customer-centric service.

Leadership

6% say their organization has appointed a chief customer service officer.

Read the Full Report to Learn the Keys to Customer-Centric Service

Government
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Council

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Digital

Methodology

Government Business Council (GBC), the research arm of Government Executive Media Group, is dedicated to advancing the business of government through analysis and insight. GBC partners with industry to share best practices with top government decision makers, understanding the deep value in industry's experience engaging and supporting federal agencies.

Deloitte Digital is a digital consulting agency that brings together all the creative and technology capabilities, business acumen, and industry insight needed to help transform clients' businesses. Learn more at www.deloittedigital.com.

Government Business Council (GBC) sent an email-based survey on May 12, 2015 to a random sample of Government Executive, Defense One, and Nextgov print and online subscribers. GBC received 410 complete responses from current federal employees, including those at the GS/GM 11-15 levels and members of the Senior Executive Service (SES), representing 31 civilian and defense agencies.