

GOVERNMENT CX



Where are we today?

PREDICTIONS FOR 2018

TOPICS TO BE DISCUSSED



Why is customer /
citizen experience
important?



Current Environment



It's hard!



Current CX
Ecosystem within an
agency



Predictions

Why is CX Important?

SIMPLIFIES LIVES
OF AMERICANS

INCREASES
EFFICIENCY

IMPROVES
VOLUNTARY
COMPLIANCE

IMPROVES
EMPLOYEE
ENGAGEMENT

IMPROVES TRUST IN
GOVERNMENT &
MAKES IT MORE
EFFECTIVE

IMPROVES FAITH
IN THE
GOVERNMENT'S
ABILITY TO MANAGE

Current Environment



Budget
Uncertainties



Government
Transformation



Satisfaction
is Low



Technology
is Changing
Rapidly



Changing Laws



Citizen
Expectations are
Increasing

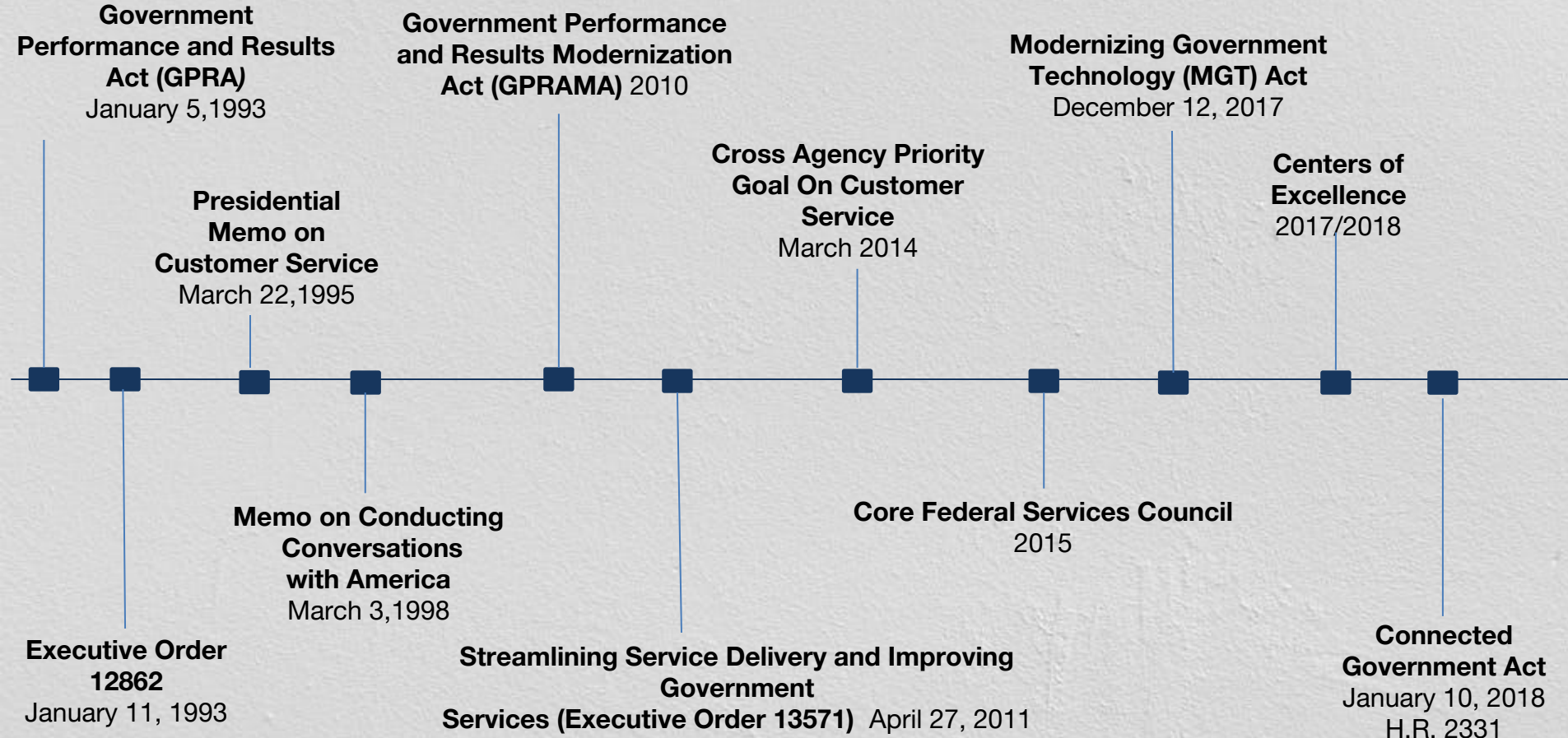


Employee Engagement



Cyber Security

Customer Experience Timeline



It's Hard! We Have Challenges

LEADERSHIP / GOVERNANCE/ STRATEGY

- No single person is responsible for CX at the national or departmental level
- Few agency heads “get it”
- Few agencies have customer strategies

DISCIPLINE OF CX

- Some understand the difference between customer service & CX & UX but its still considered a happiness score for others
- Feedback from customers remains difficult
- All channels have issues
- Aging infrastructure within agencies

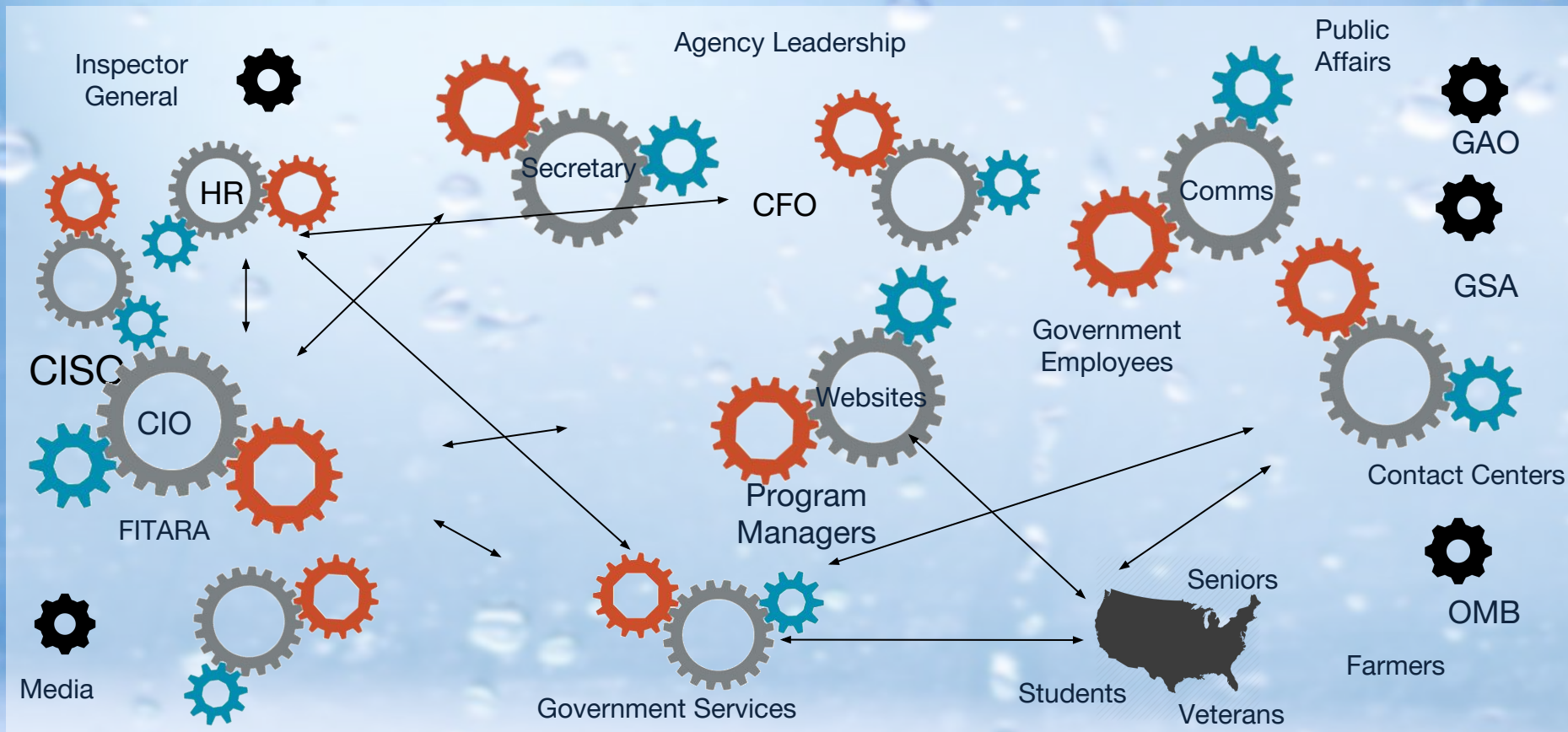
INTERNAL EFFICIENCIES

- Difficult to navigate the CX contracting options
- Internal CX has been far from satisfactory
- Not organized for CX
- Workforce/skills

SERVICE DELIVERY

- Outdated legacy systems & It infrastructure
- No funding for modernization
- Websites that are difficult to navigate, access, secure, etc.
- Contact centers weren't recognized for their importance in service delivery

Current CX Ecosystem within an Agency



PREDICTION 1



**RENEWED FOCUS ON
CUSTOMER EXPERIENCE**

PREDICTION 2

BEGIN ADDRESSING THE FULL CUSTOMER JOURNEY

CONTINUE WITH HUMAN CENTERED
DESIGN, INCLUDING JOURNEY
MAPPING

USING DATA TO
UNDERSTAND THE FULL CITIZEN
JOURNEY & PERFORMANCE

WEBSITES, MOBILE, CONTACT
CENTERS, IN PERSON ARE ALL
TOUCHPOINTS ALONG WITH
JOURNEY

HIGHLIGHTS THE IMPORTANCE OF
OUTSTANDING INTERNAL
EXPERIENCES

PREDICTION 3

CONTACT CENTERS WILL BEGIN TO
GET MUCH OVERDUE ATTENTION
(CoE)

PREDICTION 4

A man in a dark blue suit and red tie is sitting at a desk. He is gesturing with his right hand, palm up, as if explaining something. On the desk in front of him is a laptop, a glass of water, and some papers. The background is a plain wall.

ATTENTION TO INTERNAL CX FOR
IT, FINANCIAL, HR AND
PROCUREMENT SERVICES

PREDICTION 5

**CIOs WILL BEGIN ADDRESSING
CUSTOMER SERVICE TO THEIR
INTERNAL CUSTOMERS**

PREDICTION 6



PILOTING THE USE OF
INNOVATIVE TECHNOLOGY

PREDICTION 7



CREATION OF ORGANIZATIONS
WITH RESPONSIBILITY FOR THE
CUSTOMER

STAY CONNECTED



MARTHA DORRIS



MarthaDorrisDCI@Gmail.com



703.431.3701



@usagcxgal



www.DorrisConsulting.com

STAY CONNECTED TO ADOBE

Download a free copy of the report: <http://adobe.com/go/global-citizen-report>

Contact an Adobe representative to setup a time and learn more about the research findings:

- dl-publicsectoriss-dx@adobe.com
- 1-800-87ADOBE

Follow us on Twitter: @AdobeGov

Read the Adobe Public Sector blog:

- blogs.adobe.com/adobebeingovernment
- www.adobe.com/government