



Making Customer Experience Your Mission

Government's primary responsibility is to its citizens. Unfortunately though, customer experiences (CX) in government often don't measure up to citizens' expectations.

But today, a new opportunity exists for agencies to incorporate CX as a key component of their missions.

"Our goal is to make accessing VA services seamless, effective, efficient, and emotionally resonant. The delivery of excellent CX is my responsibility and the responsibility of all VA employees."

– Secretary Robert Wilkie, Veteran Affairs Department

THE DISCONNECT IN CUSTOMER EXPERIENCE



of federal agencies have CX scores that rate as "poor" or "very poor" in the [Forrester CX Index](#)

Customers are expecting more intuitive and accessible service – available anytime, anywhere and through any device – from their government agencies.

Yet, government CX has stagnated and fallen behind the private sector's service.

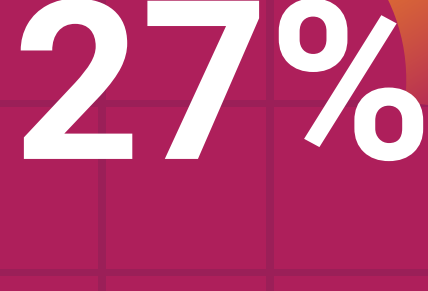
GovLoop surveyed government employees about the CX at their agencies.



feel their agency's customer experience is improving



feel their agency's customer experience has stagnated



feel their agency is providing an equal customer experience to the private sector



feel there is a gap between the customer service their agencies offer and that the private sector offers

Why do so many government employees feel that their agency's CX doesn't measure up to private sector CX?



Too many siloed communications channels



Lack of training for employees to use CX technologies



Limited view of the customer journey needed to develop a holistic CX strategy



Gaps in IT security



Constituents' demands exceed resources, while federal and state mandates are increasing



Lack of leadership

OPPORTUNITIES FOR CUSTOMER EXPERIENCE IMPROVEMENT

Customer experience is too important to be overlooked in government. Thankfully, it isn't.



65% of survey respondents say CX is a priority at their agencies



The President's Management Agenda targeted improving customer experience as a cross-agency priority goal, demanding improvement in data, tools and technology.

Agencies should consider these three elements to help them on their CX journey:

1



CX Strategy

Transformative customer experience can't happen without a seamless customer experience strategy.

A positive CX strategy will consider all channels – old and new – that citizens want to use as they interact with government agencies. By stepping back and viewing the citizen journey, agencies can see the channels that best meet their customers' needs – using those insights to create a CX strategy that provides seamless experiences between the public and the agency.

2



Cloud Solutions

Cloud technology can eliminate silos and create a uniform CX journey for customers.

Partnering with a FedRAMP-certified cloud provider enables agencies to shift their focus from security to customer experience. The Federal Risk and Authorization Management Program (FedRAMP) is a standardized approach to security in the cloud that can reduce the monitoring and authorization burden on agencies.

3



Self-Service

With the incorporation of self-service portals and capabilities, agencies can empower customers to receive immediate responses and consistent service.

The elements of self-service – such as artificial intelligence, automation and chatbots – cannot stand alone in agencies. They must intermingle with a user-friendly, personalized experience that features human interaction.

THE ANSWER TO CX PAINS

An integrated CX solution lets agencies control and manage their entire front-facing CX through one platform. A unified CX tool in the cloud allows agencies to check off their most important boxes:



Provide the customer experience that citizens expect



Answer mandates at state, local and federal levels



Modernize IT throughout an enterprise



Reduce operational costs and increase staff efficiency

HOW GENESYS HELPS

Genesys is a leader in cloud customer experience solutions. Using Genesys, agencies can connect voice and digital channels to provide a seamless experience for citizens and employees.

These capabilities come with real-time and historical unified reporting, improved employee engagement, lower overhead costs, and the ability to add new, emerging channels to respond to changing demands.

Is great customer experience part of your agency's mission? Take a free CX assessment [here](#).