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GOVERNMENT CUSTOMER EXPERIENCE & ENGAGEMENT SUMMIT

CX Data Can Transform Operations

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From intelligent chatbots to back-end analytics, machine learning and process automation, customer experience technologies present almost endless possibilities to improve services. But efficient use of the data these tools produce can be a game-changer, according to experts on a recent panel at Carahsoft's Government Customer Experience and Engagement Summit.

In the wake of a 2021 White House executive order for federal government agencies to sharpen their customer experience (CX) capabilities, as well as, Office of Management and Budget advisories on the same, agencies have been rapidly moving not only to comply, but excel, according to the experts.

Agencies are on their way to using not only technologies to improve services, they are using the technology to wring out efficiencies and data to fuel even more progress, particularly in high-impact public-facing areas, such as contact centers and at in-person offices, said Simchah Suveyke-Bogin, chief experience officer for the U.S. Department of Agriculture's Office of Customer Experience.

"How can we reimagine those capabilities and look at the journeys we really want our customers to have in the long term?" she asked.

At the Department of Agriculture, that effort has led to thinking about how agencies can facilitate cross-agency "journeys," which track government services supporting citizens' major life events, such as recovering from a natural disaster, or applying for a farm loan, said Suveyke-Bogin. Services that support those journeys may cross numerous agencies.

A smooth transition between agency services, or suggesting other services available at other agencies — instead of having to jump among disparate websites and services — can help. "We're looking at life experiences as a starting point, so agencies can look at how they can work more efficiently together, but also look at policies that need to be altered or adjusted so we can work more diligently to provide service," she said.

IT modernization, according to Suveyke-Bogin, must be about more than simple IT upgrades. "Now it's not just about modernizing our enterprise platform or back-end. It's beyond that. We're looking at integrating customer experience when you talk about modernizing technology," said Suveyke-Bogin. Building in base capabilities, such as research on customers, and understanding of employee needs, can make CX more effective, according to Suveyke-Bogin.

Being able to unlock data insights gained from CX is another key to making it work at scale, according to Jill Leyden, vice president of Public Sector Strategy and Solutions, at experience

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management company Qualtrics, a software solutions provider that helps enterprise customers manage CX.

Large organizations face a deluge of data from users from public-facing front line CX applications, including public comments to call centers, she said.

"There are people listening to samples from call centers, or reading transcripts to try to glean some insight, as well as coding and other manual work,"

said Leyden. "Being able to unlock those hidden insights at scale is really important. We can do that through conversational analytics, natural language processing and machine learning that helps us analyze that experience that customers are giving us with their own words."

Organizations that see that kind of data for the first time have sharper, more precise views of their customers, instead of blurry, formless shapes they have been guessing at, according to Leyden.

Maximizing Service:
The Tools of Efficient CX

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