



Meet your customers where they are

When it comes to a seamless customer experience, there is no wrong door



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OVER THE PAST couple years, more and more federal agencies have openly acknowledged their desire to transform and improve overall customer engagement and associated outcomes. Becoming “more engaging” requires a focus on the “*intersection*” between the provider of service and the end user. This “*intersection*” is what supports the overall customer experience.

In delivering services to a citizen, this intersection may take on many channels. It could be a webpage, a mobile app, a system interface, a field agent, a call center, an email or a text message, etc.

This shift toward engagement has helped agencies recognize that their customers include not only citizens but employees, contractors, other agencies and, in the federal market, legacy data systems themselves, all of which demand “engagement” in different ways and on different platforms. So the challenge involves creating an easy-to-use, seamless, omni-channel experience that protects existing agency investments and simply meets agency customers where they are. For every customer, there should be “no wrong door.”

A shining example of a government agency offering a great customer experience is the Agriculture Department’s Farmers.gov. USDA is a massive, federated organization that offers a wide range of services for farmers, ranchers, producers and conservationists. Farmers.gov provides the customer with a digital agency front door, providing a one-stop shop to access services anytime, anywhere, from the associated agencies within USDA. It is the

ultimate trailblazer and model-home in the transformed federal agency neighborhood because whichever digital door the USDA customer chooses, it’s the right one.

Delighting customers by empowering employees

Providing an integrated digital experience and delivering seamless customer service requires a new level of collaboration and business process optimization resulting in less frustration for government employees. Supporting the frontline agent with a 360-degree view of all interactions on the Salesforce platform helps employees be more productive and efficiently provide great service, which fuels pride in a job well done and improves overall agency morale.

Empowering employees to deliver a better user experience requires an investment

of resources and ongoing support from leadership. Leaders should promote employees who take pride in the service experience and engage them to prioritize ideas for improvement, such as deploying new tools in support of frontline outcomes or changing a legacy process.

All parties involved in transformation of a federal agency need to recognize that transforming, by design, is not a comfortable place. Innovation is often not rewarded in early stages as it requires a new feedback loop, associated changes/failures and perseverance to trust (and in some cases coach) your dedicated people.

Turning engagement into a team sport

Most would certainly agree that great customer engagement is a team sport





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requiring participation from every stakeholder involved in the service delivery. This team requires active participation from not only IT, but procurement, systems security, business owners, legal, systems integrators and appointed officials. Breaking down traditional silos and barriers associated with government systems deployment and embracing the organization more broadly

reveals the real trailblazers and new ideas in our market.

Agency leadership can send a clear message that improving overall customer-centricity is not just an IT objective or from one specific line of business, but rather a top priority for every stakeholder. In the end, engaged employees will deliver better service because they were able to participate in setting the course for their

own effectiveness.

At Salesforce, we're focused each day on helping our federal customers improve overall customer experience by more effectively engaging (their) customer, meeting them where they are and achieving targeted outcomes for all involved. ■

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