

Reinventing the Customer Journey



Delivering outstanding resident experiences is easier said than done.

Jill Leyden, Qualtrics government industry advisor, discusses technologies, strategies

and key tenets for raising the bar on the resident experience in state and local government.

Tell us about your vision for the ideal resident experience or customer journey.

An ideal experience is equitable and fosters trust at every turn. It anticipates a resident's needs and provides a visible path to fulfilling them. Information is consistent across the entire customer journey, and residents don't need to become a navigator to get what they need. The information technology systems that residents use are intuitive and reliable. Government staff members are equipped with the right tools, information and resources to serve residents. Their employee experience is top notch, and they feel valued.

What stands in the way of delivering outstanding resident experiences and services?

Creating an experience of trust between an individual and their government is powerful, but it's difficult to do. Organizations without a resident-centered approach often stand in their own way when it comes to delivering outstanding experiences. Unless they bring residents or customers to the center of all they do, governments will inevitably fall short of serving them well. Government

organizations must listen to "see" experience beyond organizational boundaries and empathize with residents throughout an experience, not just at a point of service. Then, leaders must be equipped with the right tools to act on these insights. All too often, governments collect data but don't see trends clearly enough to tackle root causes and solve problems effectively. They need a system of action to help them focus on the right improvements, make the most of resources and see tangible results.

What is a typical pain point in the resident experience?

Residents often lack government information that is easy to find, understand and use. They can spend hours looking for the right service or program. It's frustrating to know the government provides something you need, but not be able to access it efficiently. Industry and government leaders cannot let complexity stand in the way of creating equitable experiences. Well-crafted communication and human-centered design at scale can help remove artificial barriers to entry that residents and customers face.

What technologies help agencies personalize, orchestrate and scale user experience?

It's critical to have a powerful, all-encompassing experience management platform that ties together operational and experience data to get a complete picture of the resident and employee experience. The right platform uncovers insights beyond the narrow view of individual

program/service touchpoints. Capitalizing on this perspective lets organizations better orchestrate resident experiences at scale.

What's the most important thing organizations should consider when personalizing customer experiences?

It's listening to people and the frontline employees who serve them. Designers and CX professionals cannot always sit down with customers, but reviewing data through the right platform can make them feel like they are. You need the right technology – including "listening" tools, predictive intelligence, analytics and full closed-loop actioning capabilities – to gain a holistic understanding of your residents' experiences and take the right actions that drive meaningful impact.

Don't overlook employee experience. Engaged employees are 4.6 times more likely to be customer-centric compared to disengaged employees. Part of engagement is feeling heard and valued. Always-on collaboration tools, where employees can submit and comment on ideas and feedback related to the resident experience, put the people closest to residents at the heart of your CX program and help you build a more resident-centric culture.

How can state and local government agencies get started on improving the resident experience?

Resist the urge to take on everything at once. Keep the big picture in mind, but select a few key projects or priorities that, when accomplished, will provide case studies and tangible results that help build organizational momentum. Don't forget to showcase the value that focusing on residents has "inside the building." For example, did listening, understanding and acting on resident insights save employees time? Were you able to more efficiently allocate resources? Capture these insights with an advanced experience management platform to jumpstart progress and get a quick win under your belt.

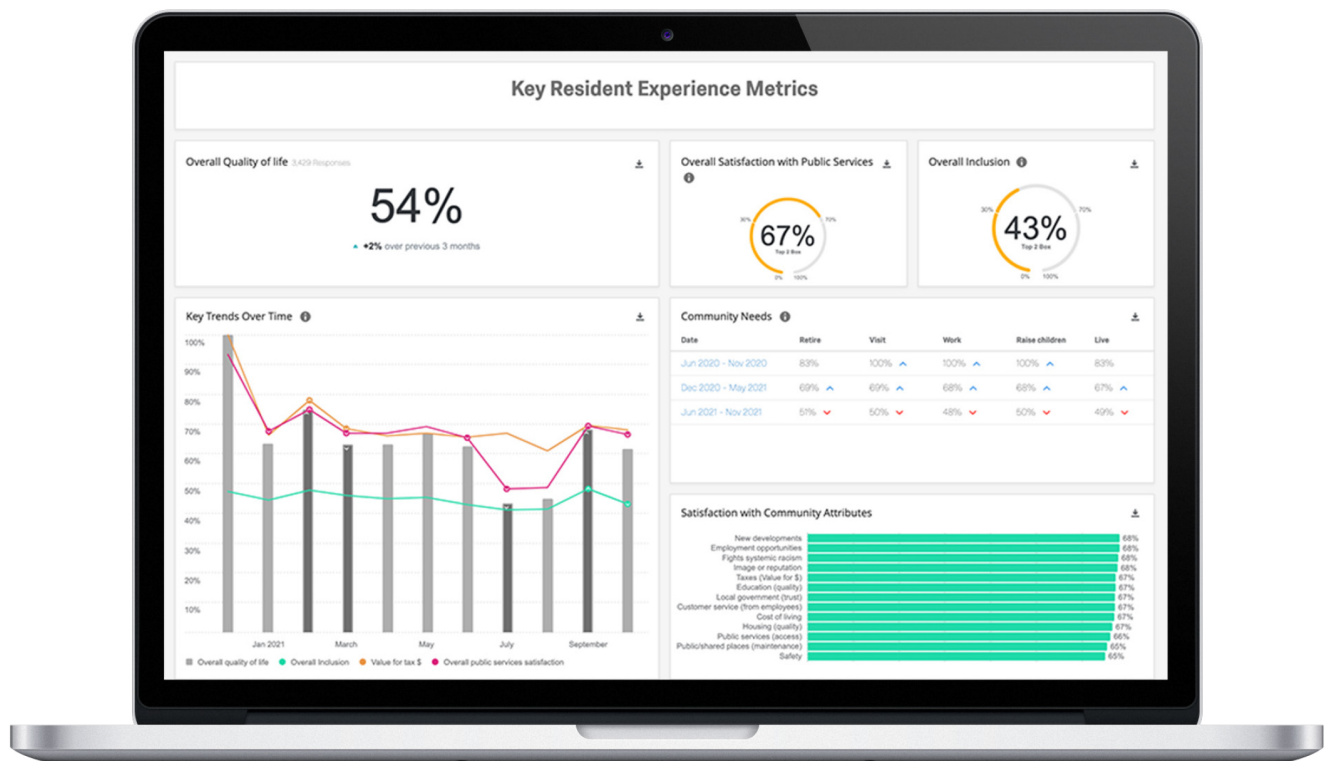
Act on what matters most to your community

Make smart, resident-driven decisions by quickly taking insights to action with Qualtrics XM Community Pulse.

Community Pulse Overview

Government agencies engage communities so they can understand what matters most to residents. But too often, leaders have to rely on static data that's cumbersome to analyze and costly to update. Community Pulse is a holistic engagement program that makes analysis simple, affordable, and timely. It empowers leaders to understand resident needs, in real time, so they can swiftly identify impactful actions.

- + **Listen to resident experience** across your community
- + **Understand resident needs**, satisfaction, and priorities
- + **Identify core drivers** that impact quality of life
- + **Act on what matters** most to your residents
- + **Prioritize data protection**, privacy, and sovereignty with a solution that's purpose-built for government and FedRAMP authorized



Visit qualtrics.com/government to schedule a demo to see Community Pulse in action.