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How Government Agencies Are Innovating Customer Experiences

Customers today expect fast and reliable service delivery from the government. Agencies can effectively modernize operations to fit the bill by tapping into user insights on ways to innovate the customer experience.

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In an effort to build civilian trust and deliver services more effectively, agencies have been on a mission to improve customer experiences. To do so, successful government organizations are allowing user insights to drive change and shift the organizational culture of the agency.

In a recent session at Carahsoft’s

[Government Customer Experience and Engagement Summit](#),

industry experts urged leaders to develop a culture of innovation that puts customers first and continually seeks to evolve. But establishing a culture of change is no easy feat, and in order to get teams to embrace it, leadership must foster insightful and creative environments that grant employees the air cover and confidence necessary to experiment.

Journey Mapping Provides Key CX Insights

According to Steven Boberski, public sector chief technology officer for Genesys, empowering employees to innovate requires empathy for the customer, and that starts with a solid understanding of the user experience. One way to achieve this is by mapping out each step of the customer experience and collecting data that can provide insights into pain points. From here, employees can begin to understand how to alleviate these challenges for the user.

“Journey mapping is all about applying data analytics in real time by tracking a customer’s journey from one end to the other and then using that data for predictive routing and engagement,” said Boberski. “With that approach, all the metrics take care of themselves; call time is down, handling time is down, average transaction time is lower, and satisfaction is higher.”

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Not only does journey mapping help leaders identify areas of improvement, but it frees up time for employees to experiment with programs and innovative service solutions. To Abraham Marinez, director of product design for the Office of Federal Student Aid, the [Public Service Loan Forgiveness Program](#) serves as a prime example of this approach.

According to Marinez, the PSLF Program originally relied heavily on paper-based processes, which were slow and inefficient for both employees and borrowers. After taking a critical look at the customer journey from start to finish, FSA identified just how laborious the application process itself was.

The intent of the program is to grant student loan forgiveness to public servants after they’ve made 120 payments toward their balance. For applicants, this meant printing and signing a form, securing employer and government HR certifications, and mailing in that form 120 times.

While mapping out the customer journey, FSA heard feedback from applicants that the user experience could be significantly improved if the entire process could be completed online. So that's what they did. Now, from beginning to end, customers can complete their PSLF application on [StudentAid.gov](https://studentaid.gov), their employer can sign through [DocuSign](https://docuSign.com), and they can submit the application completely online.

Following this shift, Marinez said FSA's satisfaction rates skyrocketed, and they owe it to their diligent tracking of the user experience and their ability to respond empathetically to customer feedback with effective solutions.

"Innovation doesn't happen overnight. It's a culture change that takes time and having the executive air cover to feel empowered to experiment is crucial for innovation," Marinez said. "We went at a very agile pace to iterate as we saw the data and continued to tweak our content and I'm very fortunate to have the leadership to trust me and allow me to experiment like that."

Learn more about how [Genesys](#) is helping agencies innovate customer experiences.

