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2008 Leadership in Customer Service Creating Shared Responsibility for better Outcomes

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Name: Leadership in Customer Service: Creating Shared Responsibility for better Outcomes

Speakers: Juan Domenech, Group Chief Executive – Public Service, Accenture

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Hello. My name is Juan Domenech and I am the group chief executive of Accenture's Public Service operating group.

For the last eight years, Accenture has conducted research in more than 20 countries to help government organizations understand better how they can excel at serving their citizens and customers.

In our global Leadership in Customer Service research this year, we identified a new imperative for governments to move beyond a focus on the quality of service delivery to develop a new kind of relationship with its clients. This new relationship is one that fosters deeper trust and a shared responsibility for improving the quality of citizens' lives.

While many public service organizations have made great strides in transforming this relationship and increasing the level of trust with citizens, our research shows that governments in many countries are still struggling in this area. Gaining people's trust in the government's ability to make genuine improvements in the quality of citizens' lives remains an elusive goal.

I encourage you to read our study. We have pulled together insights from our research: current initiatives of governments, the wisdom of public service executives and feedback from citizens.

The research highlights four key practices that can help governments achieve high performance in customer service. Adopting these practices can help governments close the gap between people's expectations and reality, promote trust and shared responsibility and contribute to better outcomes for citizens around the world.