



Better Experiences Drive Better Outcomes

VIDEO TRANSCRIPT

Customer Experience has become important in the public sector, because outcomes are continuing to be more and more important and a bigger focus for the public sector employees and agencies. Customer experience is a way to get to better outcomes, it's a way to bring their citizens, their customers or constituents along a journey towards a desired outcome and goal. In order to achieve the best outcomes we need to have an experience that meets the citizen where they are, over the channel that's most accessible to them, at the time that's right for them to get the service. So for example you may have a family in need of welfare support that family may only have a primary access to the Internet that is over a mobile device and they may only be available to work with an agency at night in the evening when their networking. Effective customer experience putting the customer in the center is really driven by having the right channel at the right time in the right place. We often find ourselves getting questions from administrations from the governor's office that says we want to become a digital government, we want to eliminate traditional transactions, we want to put everything online or make everything better and the reality is that's the wrong response. that's reactionary digital is a channel that has a lot of power but so does a physical channel so there's a call center channel you can't give those up in order to.

Become a digital only government what they need to be asking is how can we have a better channel strategy that incorporates digital. Physical call center telephone technology face to face caseworkers that are talking to people and how do we bring all those together into a specific citizen experience that actually drives value and drives better outcomes.