



TRANSFORMING THE FEDERAL CUSTOMER EXPERIENCE

VIDEO TRANSCRIPT

Loren DeJonge Schulman [00:00:05] Over the past decade, federal agencies have made significant strides in improving their customer experience across many agencies if they brought together people, processes and technologies to serve the complex needs of the American public at a scale few others can imagine.

Kathy Conrad [00:00:22] However, these advances are being tested today. Overall, trust in government is at an all time low. Recent crises have highlighted persistent gaps in access to government services. Commercial enterprises have reinvented many of their services to address COVID 19, raising consumer expectations for both the public and private sectors.

Loren DeJonge Schulman [00:00:45] In response, the Biden administration is placing significant focus on ensuring a seamless, intuitive and secure customer experience across the depth and breadth of the federal government. The administration also recognizes that better customer experience is critical to rebuilding trust in government and addressing equity issues limiting access to essential services.

Kathy Conrad [00:01:08] We consider the path forward in our latest Government for the People report produced by the Partnership for Public Service and Accenture Federal Services. This multi-year initiative focuses on improving customer experience across federal agencies. We have worked with six leaders from across government to identify key gaps and potential solutions to common challenges.

Loren DeJonge Schulman [00:01:31] We learned that satisfaction in individual services hasn't translated into greater trust in government. The government's own research confirms this. At the same time, federal leaders also said that more intentional, inclusive approaches and resources are needed to address real and perceived inequalities in service delivery.

Kathy Conrad [00:01:52] Our report argues that we need to address the root causes impacting customer experience, not just the symptoms to have a sustainable and positive impact. We also reaffirm the critical importance of designing and delivering services around customer needs, using their input and feedback rather than assumptions. And the needs of those most reliant on our services should figure most prominently



Loren DeJonge Schulman [00:02:18] to address these issues. Federal agencies should embrace four imperatives. First, they should create and implement comprehensive, ongoing and inclusive listening and research strategies for customer experience. Relying on consensus feedback alone can hide real issues. More active steps are needed to ensure that all stakeholders are heard.

Kathy Conrad [00:02:42] Second, integrate services and service channels for more seamless and equitable customer journeys. We need to ensure consistent, effective and empowering customer experience across all touchpoints to deliver on the full promise of government.

Loren DeJonge Schulman [00:02:57] Third, design and deliver services from the customer's perspective using human centered design and measure the success of these efforts to reduce the administrative burden without an in-depth focus. It is too easy to overlook specific audiences unique challenges in engaging with government.

Kathy Conrad [00:03:17] Finally, strengthen organizational capacity, technology, talent and leadership for equitable, accessible and customer centered work. Our research found that agencies often embrace the right customer experience, policies and mindsets, but lack resources to build customer focused services from the beginning.

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Loren DeJonge Schulman [00:03:36] Federal customer experience leaders have accomplished much over the past 10 years with genuine commitment and focus. We are confident that you will continue to meet this moment of truth.

Kathy Conrad [00:03:47] We encourage you to read our full report and agency profiles to learn how your peers are raising the bar for federal customer experience.