# Customer Experience (CX) Strategy and KPI's

**How federal agencies are implementing various CX strategies and measuring their effectiveness.**

In today's digital era, where technology constantly evolves and user expectations are higher than ever, federal agencies must not only keep pace but set the benchmark for customer experience (CX). For agencies like the General Services Administration (GSA), which serve as the backbone of federal operations, the need to deliver seamless, efficient, and secure services to citizens and government entities alike is not just a goal but a mandate. To achieve this, agencies are implementing a variety of CX strategies, each tailored to meet the unique demands of their service areas. But without proper measurement, even the most well-intentioned strategies can fall short of their objectives.

It is essential to have a comprehensive playbook of strategies paired with Key Performance Indicators (KPIs) that offer a clear snapshot of effectiveness. These KPIs serve as a compass, guiding agencies through the intricate process of continuous improvement. They transform qualitative objectives into quantitative data, providing an unbiased narrative of performance and progress. This CX playbook is designed to be a foundational tool for agencies like GSA to not only implement CX strategies but also to measure and refine them, ensuring that every iteration brings them closer to delivering a customer experience that is nothing short of exceptional.

| CX Strategy | Strategy Description | KPI's |
|---|---|---|
| **User-Centered Design** | Prioritize design that aligns with user workflows, minimizing complexity to business processes. | • User satisfaction scores based on surveys.<br>• Reduction in user errors and support requests.<br>• Time saved in completing tasks due to improved usability. |
| **Efficient Onboarding and Training** | Develop comprehensive onboarding programs and training resources. | • Time taken for new employees to become proficient with corporate and customer processes.<br>• Decrease in errors or inefficiencies post-training.<br>• Customer feedback on the effectiveness of onboarding programs. |
| **Customization and Personalization** | Enable users to customize interfaces and workflows based on roles/business preferences and preferred business outcomes. | • Percentage of users who personalize their interfaces aligned to business outcomes.<br>• User satisfaction feedback/ surveys with customization options.<br>• Impact on user efficiency and productivity. Measure productivity. |
| **Proactive Customer Support and Issue Resolution** | Implement AI and RPA accelerators for proactive monitoring and quick issue resolution. | • Average resolution time for reported issues.<br>• Percentage of issues resolved within predefined SLAs.<br>• User feedback on the support experience. |
| **Data Security and Compliance** | Prioritize robust security measures and compliance with regulations.<br>Build continuous security testing into development and release cycles. | • Compliance audit results<br>• Number of security. incidents or breaches.<br>• User confidence in the security of IT systems. |

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| **Integration Capabilities** | Wherever applicable, ensure seamless integration with other enterprise applications. | • Number of successful integrations with third-party systems.<br>• Time and cost savings due to streamlined workflows.<br>• User satisfaction with integrated processes. |
| **Performance Optimization** | Continuously optimize system performance for speed and responsiveness. | • System uptime and availability.<br>• Reduction in user complaints related to system performance.<br>• Improvement in system response times. |
| **User Feedback and Satisfaction** | Collect regular feedback to understand user needs and pain points. | • Net Promoter Score (NPS) for IT systems.<br>• Customer Satisfaction Score (CSAT) for specific functionalities.<br>• Number of feedback submissions and their impact on improvements. |
| **Continuous Improvement** | Establish a process for continuous evaluation and enhancement of IT systems. | • Number of system updates or releases.<br>• Percentage improvement in key functionalities over time.<br>• User engagement with new features. |
| **Employee Engagement** | Foster a positive user experience to enhance employee satisfaction. | • Employee satisfaction scores related to IT systems.<br>• User engagement with training programs and resources.<br>• Impact on overall employee retention |
| **User Adoption Rates** | Encourage and measure user adoption of new features and processes as it is being rolled out. | • Percentage increase in user adoption of new functionalities.<br>• Training program completion rates.<br>• Time taken for users to embrace new features. |

The strategies and KPIs outlined in this playbook serve as a cornerstone for agencies such as the GSA to revolutionize the federal service landscape. By adhering to this framework, agencies can ensure that they are not just implementing changes, but are making meaningful, measurable progress that resonates with their end-users. The GSA's role as a pioneer in this domain sets a precedent, demonstrating the transformative potential of a well-executed CX strategy. As TechSur collaborates with GSA and other federal entities, we leverage the GSA's Centers of Excellence for CX as a reference point, ensuring that the solutions developed for our public sector clients are not just innovative but also aligned with industry-leading practices. This continuous loop of feedback, measurement, and enhancement is what will drive the future of CX in federal agencies, propelling them towards a future where customer satisfaction and operational excellence go hand in hand.

GSA has been leading the way in enhancing customer experience (CX) across citizen services and modernized acquisition systems. TechSur continues to collaborate with GSA in providing these services. We refer to GSA COE for CX while developing solutions for our public sector clients.