








# Executive Summary – Delivering First-in-Class Customer Experience




Details		Overview and Current Status
<b>Contact</b>	Rich Saunders   Taylor Hone	<p><b>Overview:</b> One of Governor Cox’s priorities for state government is to provide first-in-class customer experience for those we serve. To do this, we need to create pathways for customers to easily provide feedback on the pain points and successes they are experiencing. We also need to develop a statewide government culture that use this feedback to drive responsiveness and continuous improvement:</p> <p><b>Current Status:</b> 20 agencies with active digital site intercepts (4 more in-process)</p> <ul style="list-style-type: none"> <li>Received ~9,000 responses</li> <li>Responded to 850+ customers who have requested support</li> </ul> <p><b>✗ 66% of respondents have not been able to complete their task</b></p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">               2.6 effort         </div> <div style="text-align: center;">               2.5 satisfaction         </div> <div style="text-align: center;">               3.1 empathy         </div> <div style="text-align: center;">               3.2 reliability         </div> </div>
<b>Product</b>	IT Platform	
<b>Budget Request</b>	\$3.2 million ongoing (\$400k will be used for 4 DTS tech personnel)	
<b>Core IT Platform Features</b>	<ul style="list-style-type: none"> <li>Unlimited users for all state agencies</li> <li>Unlimited customer surveys (e.g., text message surveys after phone calls with state employees, QR Code surveys at physical locations)</li> <li>Digital site intercepts</li> <li>Dashboards and advanced analytics</li> <li>Access to support teams</li> <li>Ticketing workflows to manage support requests from customers</li> <li>Digital Forms</li> </ul>	

Monetary ROI

Consistent with Governor Cox’s priority of “e-governance,” more government services will come online. By receiving customer feedback, we can improve our digital services. Deflecting customers to digital services can result in the following cost savings:

-  **\$12.18 per in-person transaction deflected to digital services**  
(~1,000,000 in-person transactions annually)
-  **\$9.15 per paper transaction deflected to digital services**  
(~500,000 paper transactions annually)
-  **\$4.58 per phone transaction deflected to digital services**  
(~6,000,000 phone transactions annually)

Non-Monetary ROI

-  Collecting and acting on customer feedback allows us to continuously improve the customer experience. From the digital intercept responses, **23 improvement projects** have been identified so far.
-  Doing our jobs better and giving the public the opportunity to engage with us will result in increased trust in government.
-  Helping state employees better serve their customers can improve employee satisfaction and retention.