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# Tackling Government challenges through Experience Management

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HSE

HM Land Registry

Department for Culture Media & Sport

House of Commons

Department for International Trade

[dstl] The Science Inside

**qualtrics.**<sup>XM</sup>

"Mission-driven government means raising our sights as a nation and focusing on ambitious, measurable, long-term objectives that provide a driving sense of purpose for the country.

It means a new way of doing government that is more joined up, pushes power out to communities and harnesses new technology, all with one aim in mind – to put the country back in the service of working people."

We live in an Omni-channel world

# The challenges in Government and the impact & risk they create - CX

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## 70%
OF CITIZENS PREFER TO INTERACT WITH THEIR GOVERNMENTS OVER WEBSITES AND APPS, BUT ONLY 23% DO SO REGULARLY

## 41x
THE AVERAGE COST AN IN-PERSON INTERACTIONS COST VERSUS WHEN COMPLETED DIGITALLY

## £20b
IN POTENTIAL UK GOVERNMENT BENEFITS GO UNCLAIMED EACH YEAR DUE TO COMPLEX OR OUTDATED PROCESSES

## 9x
MORE LIKELY TO TRUST THEIR GOVERNMENT IF THEY ARE SATISFIED WITH A SERVICE

| DEMAND FOR DIGITAL | COST TO SERVE | CITIZEN OUTCOMES | CONTINUOUS IMPROVEMENT |

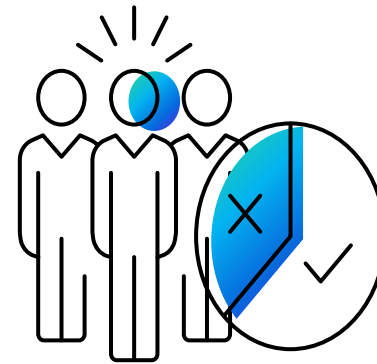# The problems Government orgs face when trying to address these challenges - EX
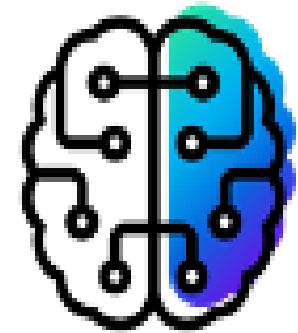
qualtrics.XM

The new-hire honeymoon period is gone

There is a need to re-think Talent

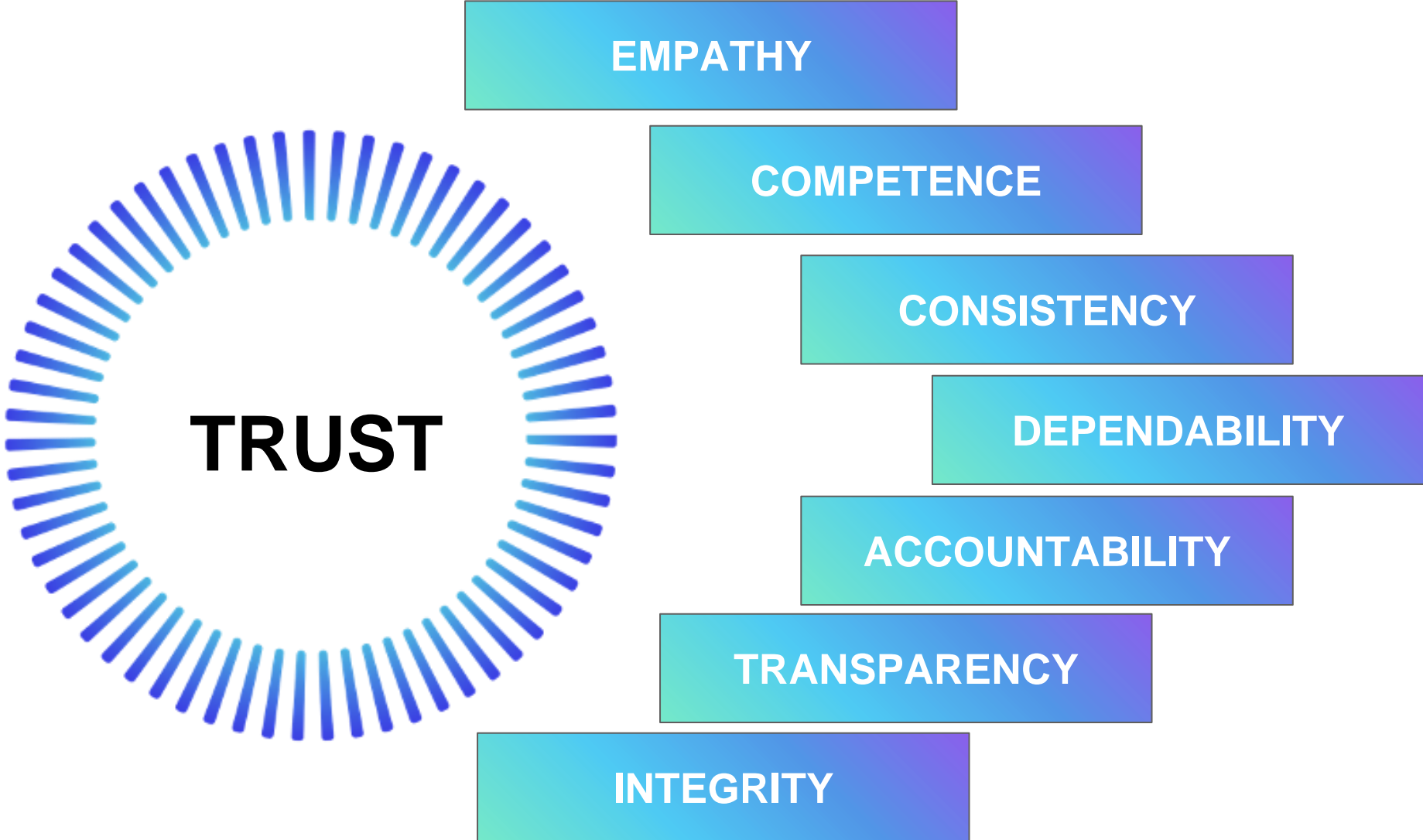Productivity and presenteeism are seemingly in conflict

Apprehension around AI for employees

*Governments cannot increase trust or advance equity without understanding and prioritising **everyone's experience.***

# The core elements for building Trust

qualtrics.<sup>XM</sup>

EMPATHY

COMPETENCE

CONSISTENCY

DEPENDABILITY

ACCOUNTABILITY

TRANSPARENCY

INTEGRITY

TRUST

**Self Assessment**

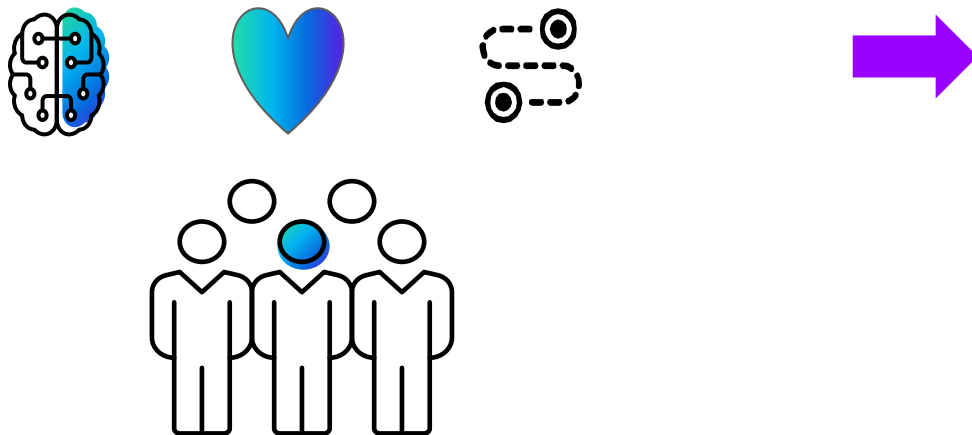**Notice to complete a tax return**

UTR
Tax
Em

HM Revenue
& Customs

# Government Departments can build **TRUST** using Experience Management

Using human insight to drive the right changes (data driven design/improvements)

qualtrics.<sup>XM</sup>

## Experience

The sum of what someone is thinking, feeling and doing as they interact with an organisation.



## Experience Management

Using experience data paired with operational data to manage and improve the core experiences of organisations:

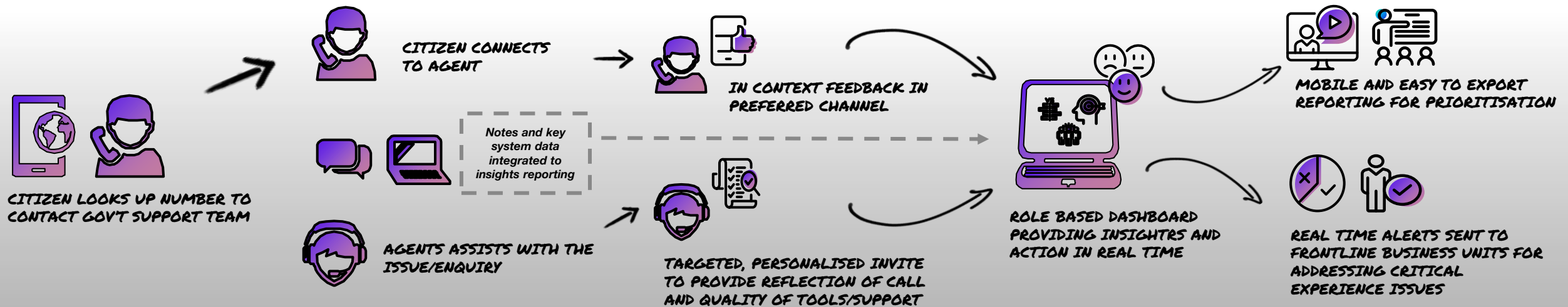Customer, employee, services, and overall **trust.**

# An Experience Management powered interaction...

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CITIZEN LOOKS UP NUMBER TO CONTACT GOV'T SUPPORT TEAM

CITIZEN CONNECTS TO AGENT

Notes and key system data integrated to insights reporting

AGENTS ASSISTS WITH THE ISSUE/ENQUIRY

IN CONTEXT FEEDBACK IN PREFERRED CHANNEL

TARGETED, PERSONALISED INVITE TO PROVIDE REFLECTION OF CALL AND QUALITY OF TOOLS/SUPPORT

ROLE BASED DASHBOARD PROVIDING INSIGHTRS AND ACTION IN REAL TIME

MOBILE AND EASY TO EXPORT REPORTING FOR PRIORITISATION

REAL TIME ALERTS SENT TO FRONTLINE BUSINESS UNITS FOR ADDRESSING CRITICAL EXPERIENCE ISSUES

**Contact Centre Analytics**
Connect your O- and X-Data to optimise your contact centre operations and agent productivity.

**CAPTURE PAGE-LEVEL FEEDBACK**

Allow site visitors and customers to tell you exactly what content is lacking from each page and rank which pages require the most urgent attention. Reduce support calls and encourage enrollment by answering customers online.

**Digital customer service**
Digital channels are a crucial part of your customer experience. Qualtrics helps you measure and optimise every touchpoint across

**Voice Analytics**
Turn every call into insights and track customer emotion, sentiment, and trending topics to get complete visibility on the customer experience.

**Seamless system Integration**
Connect to notes, CRM and any informational systems easily with robust security and privacy controls

**Voice of the Customer**
Capture the voice of the customer, using multiple channels, at every touch point of the customer journey.

**Voice of the Agent**
A seamless way to sample agent experience post call in connection to the interaction they provided

**Deep Feedback Design Tools**
Inbuilt methodologies built by government experts, pre publication expectation review, and simple connection to channels

**Text Analytics**
Often, the most actionable insights are hidden deep in open text responses, but reading all those comments is impossible at scale. Qualtrics instantly analyses open text and presents the information using easy-to-understand visual dashboards.

**Employee and Citizen Together**
bring together all your data, from your employee engagement results, brand tracker, CSAT, and everything in between, and applies powerful analytics to uncover the most important drivers.

There's no time-consuming manual data merging, or endless hours picking through stats — it's all done automatically, and feeds directly into action planning tools so you can take action immediately

**Closed Loop Follow-up**
Act on customer feedback quickly and turn detractors into promoters with a comprehensive, closed-loop solution for faster, more effective issue resolution.
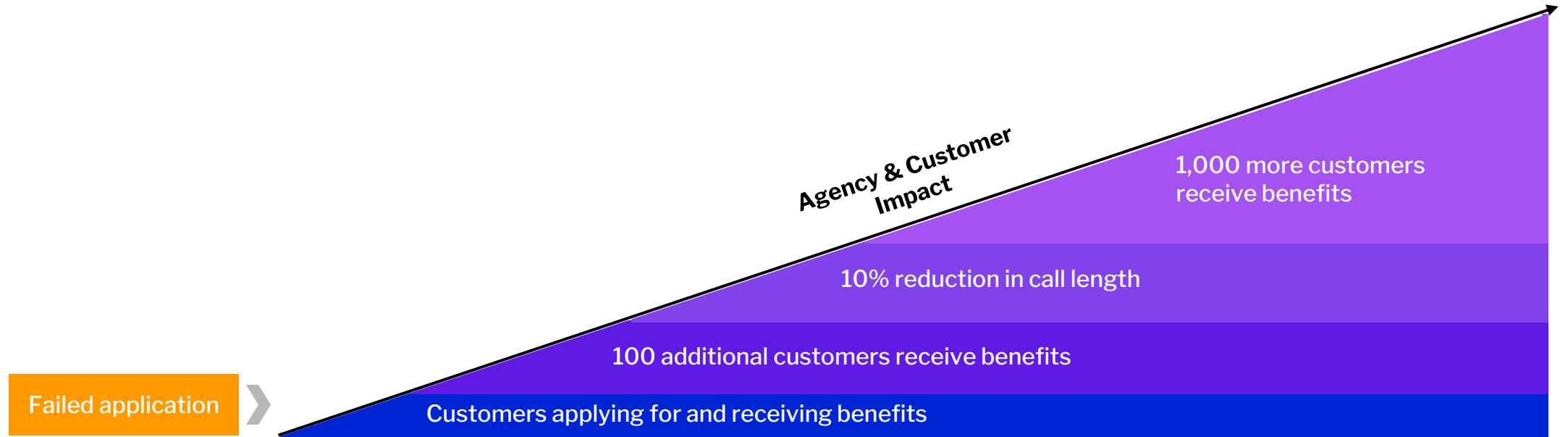
**Customised automatic alerts**
Deliver alerts on your phone, in your inbox, or third party tools like Slack, ZenDesk and many more. Notify the right people based on their roles and department with AI-based smart routing.

**Enterprise capability to listen understand and act**

# How XM drives Time to Action & business value

qualtrics.™

Agency & Customer Impact

1,000 more customers receive benefits

10% reduction in call length

100 additional customers receive benefits

Customers applying for and receiving benefits

Failed application

| | Time -- | 1 hour | 1 day | 1 week | 1 month | 1 quarter |
|---|---|---|---|---|---|---|
| **Timescale** | | | | | | |
| **Customer Journey** | Citizen unable to complete passport application online and chatbot cannot resolve issue | Customer support reaches out and offers resolution and support to complete action | Issue impeding application identified and alerts triggered to appropriate teams. | Action plan to fix portal issue to be implemented and outreach to impacted customers | Contact center identifies issue and influx of calls, enables agents to handle effectively | Redesign application process to minimize fallout and implement a permanent solution |
| **Impact Effect** | 1:1 | 1:1 | 1:1 | 1:Many | 1:Many | 1:Many |
| **Required Capabilities** | + Digital Feedback<br>+ Intelligent Routing | + Customer Memory<br>+ Agent Assistance | + Journey Optimization<br>+ Text Analytics | + Digital Feedback<br>+ Session Replay | + Digital Feedback<br>+ Session Replay | + Omnichannel Analytics<br>+ Dashboarding |

# 4 Steps to Success

**01** Consider thinking about every journey through the lens of Experience Management and design to impact operational outcomes

**02** Be transparent about the experiences you're looking to create and deliver on expectations to build and foster trust

**03** Increase agility to adapt faster and deliver change and improvement more quickly

**04** Gather more insight and greater pace and scale, value what is collected and use it to act effectively