

Pinpointing the Measures that Matter

How Agencies Can Deliver a Stronger Omni-Channel Customer Experience

At the American Council for Technology and the Industry Advisory Council Customer Experience Summit held on April 5, government and industry experts discussed challenges, strategies, and measures to help attendees develop a better understanding of their customers and to reevaluate engagement and service approaches. The nearly 200 people who attended—representing a broad array of federal agencies—indicated an active interest within the federal community to learn more about customer service and to provide better public assistance.

The following six key lessons from the summit demonstrate the effectiveness of an omni-channel approach and can help agencies improve customer service:



Implement a customer-centered strategy.

Strategy is an essential communications tool for directing your customer experience management and building a vision of simplified service delivery that anticipates customer needs and leaves them delighted.



Understand your customers' experiences with journey mapping.

Underpinned by design thinking, journey mapping helps organizations gain an "outside-in" perspective. Journey mapping defines employees' roles, charts customers' course across your services and channels, and records their desires, expectations, and sentiments about each touchpoint or channel.



Engagement is essential.

Engaging consumers is expected, but employees, channel partners, and intermediaries must also be engaged. What your service delivery teams and partners experience translates into your customers' experiences, so engaging the total system can help draw out under-the-surface barriers to customer delight.



Understand how customer life events tie your services to partner services.

A life event can shape customer interactions with your program and provide a context for you to connect with other benefit providers who share an interest in that life event. Machine learning can be a powerful tool for anticipating customer needs, recommending solutions to prompt customer-centered actions, and tying digital customer outreach to the networks and services people rely on (e.g., Facebook).



Data is gold.

Gathering metrics from across the customer's journey offers a richer picture than data from one service touchpoint. When collected, cultivated, and blended, these data help agencies identify, recognize, and anticipate customer needs.



Measure, analyze, visualize, and understand.

The health of your service environment can be brought into focus by using analytics platforms judiciously to gain insights on customer behaviors, internal performance, segmentation, and how your processes meet customers' expectations. Use these insights to refine established measures and pinpoint the measures that matter.

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