

FORESEE EXPERIENCE INDEX GOVERNMENT CX INSIGHTS

How the Federal Government delivers on the citizen experience

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I The Business of Delivering Citizen Services

Americans place a lot of trust in the Federal Government. In fact, people surveyed for the ForeSee Experience Index (FXI): Government CX Insights report said they are 40% more likely to trust federal sources for information over private sector counterparts.

- Democrats give the highest vote of confidence with a score of 70.6
- Republicans are slightly less impressed at 68.6, although their level of pride is higher than other groups
- Independents are least satisfied of all groups with a score of 66.3

But that inherent trust comes with star-spangled expectations. The private sector has set a high bar for customer experience: Citizens can't help but compare their federal experience to the convenient digital services and experiences that are commonplace at their bank, the easy online bill-pay features of most utility providers, and the instant gratification of shopping online.

A good citizen experience can increase trust in government and lower operational costs, making the most of every tax dollar.

A good citizen experience can increase trust in government and lower operational costs, making the most of every tax dollar. ForeSee's long-running [E-Gov Index](#), which measures 100 government websites on a quarterly basis, confirms that people who have a great experience are twice as likely to use the website as a primary resource, and more likely to recommend the website to someone else.

Customers—millions of Americans—trust the brand that is the Federal Government and turn to it for valuable services and information at all stages of life. From the veteran searching for benefits information online, to the entrepreneur

filing a patent application, and the individual waiting in line at a claims office, the customer experience is about making good on the Federal Government brand promise.

This report examines rankings by agency and explores citizen needs and wants along the customer journey. The findings demonstrate the value to federal agencies of investing in digital, how to gain internal efficiencies and reduce costs, and, more importantly, how to make good on the customer experience citizens expect the government should and can deliver.

CX Rankings by Department

How 15 Departments and 2 Independent Agencies Rank on Citizen Experience



I The Services We Rely on Most

We turn to Federal Government services and resources on a regular basis: Nearly two thirds (62%) of respondents report between two and five interactions in the last six months.

TRANSACTIONAL 68.4

More than one third (35%) of tasks were transactional in nature, including applying for benefits, TSA Precheck and camping permits.

TOP CATEGORIES

HEALTHCARE	22%
FINANCIAL INFORMATION	19%
EDUCATION	11%
HOUSING	8%
TRAVEL & RECREATION	6%
CAREER OPPORTUNITIES	5%

HIGHEST RANKING **75.4** DEPARTMENT OF HOMELAND SECURITY

LOWEST RANKING **62.0** SOCIAL SECURITY ADMINISTRATION

RESEARCH/INFORMATION 71.6

Another third (38%) were research-related, with people gathering information on topics as diverse as weather, tax credits, and health.

TOP CATEGORIES

HEALTHCARE	21%
EDUCATION	15%
FINANCIAL INFORMATION	13%
TRAVEL & RECREATION	10%
HOUSING	6%
TAXES	5%

HIGHEST RANKING **80.7** DEPARTMENT OF JUSTICE

LOWEST RANKING **64.0** DEPARTMENT OF LABOR

Sat of the Union

Political Affiliation, Geography, and Satisfaction

70.6

DEMOCRAT

68.6

REPUBLICAN

66.3

INDEPENDENT

68.5

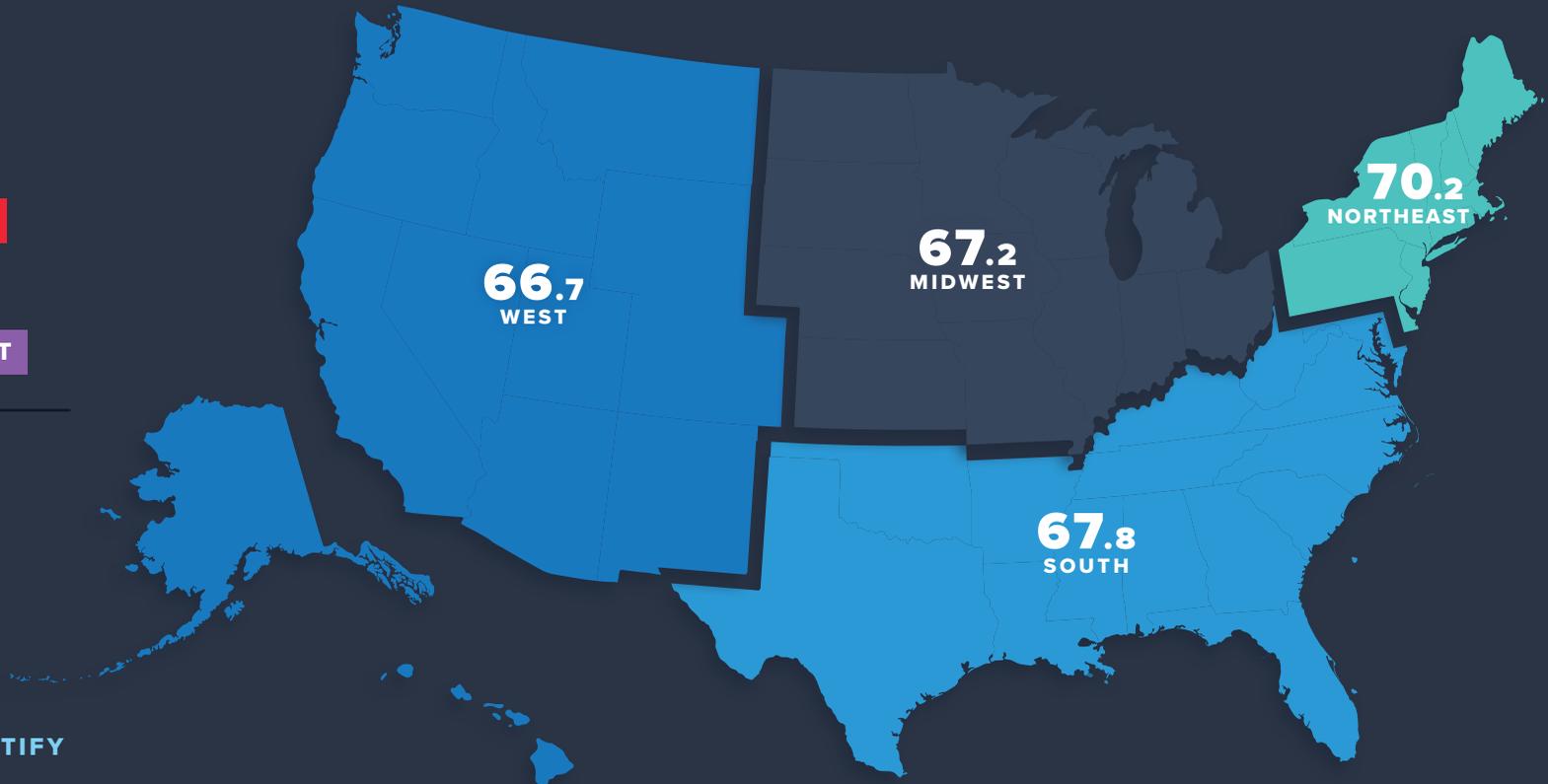
MALE

67.6

FEMALE

64.6

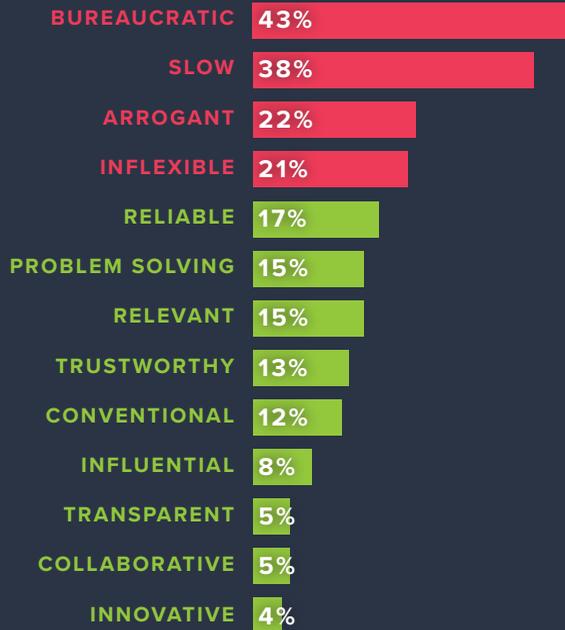
DID NOT IDENTIFY



The Satisfaction Gap

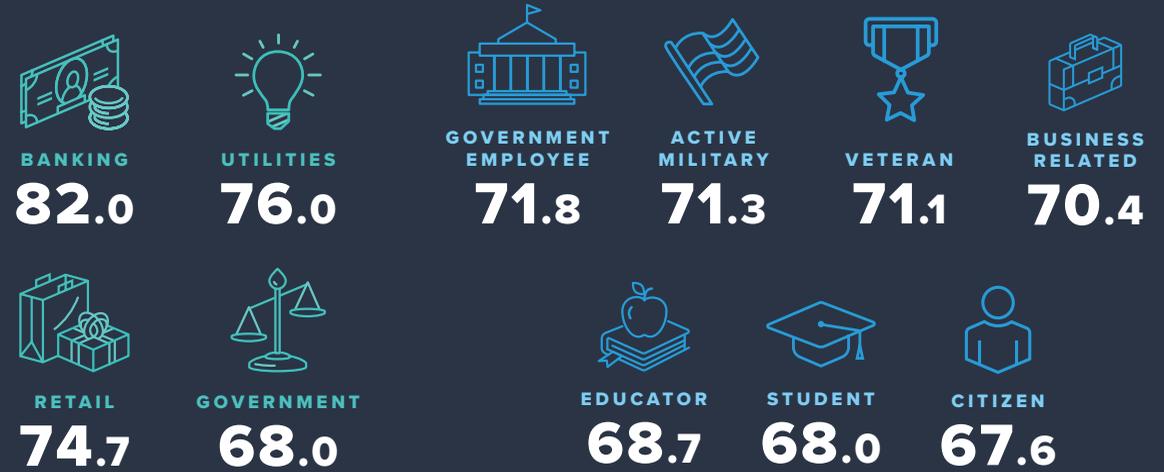
WORD ASSOCIATION

The Federal Government can't shake its reputation for being slow and bureaucratic.



INDUSTRY

The private sector has set a high bar for citizen experience.



ROLE

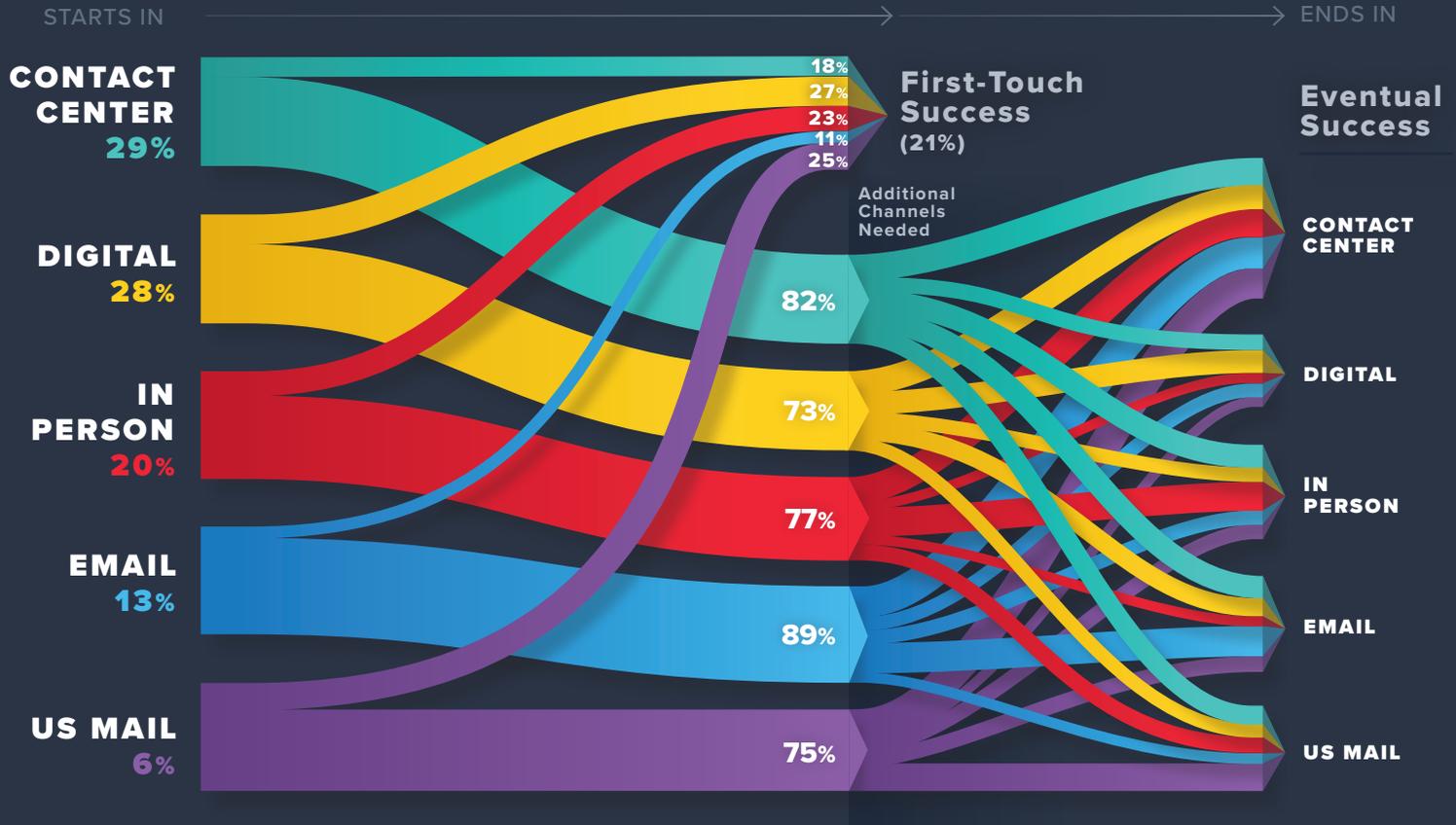
Satisfaction is highest among government employees, active military, and veterans, and lowest with the general population.

The Citizen Journey

This journey map is the first of its kind to visualize task completion in the Federal Government.

On average, only 21% of people accomplish their tasks on the first try.

Satisfaction is higher for those who succeed on the first try (74) and much lower for those who had to try, try again (64).



Call-Center Deflection Lowers Costs, Boosts Satisfaction

Federal Government agencies can cut costs and boost customer satisfaction by improving digital offerings. Of the 28% of people who start their citizen journey in digital, 7% end up contacting the call center. If agencies can stop just 1% of calls by improving digital services, they stand to gain millions of dollars per month in potential call-center savings.

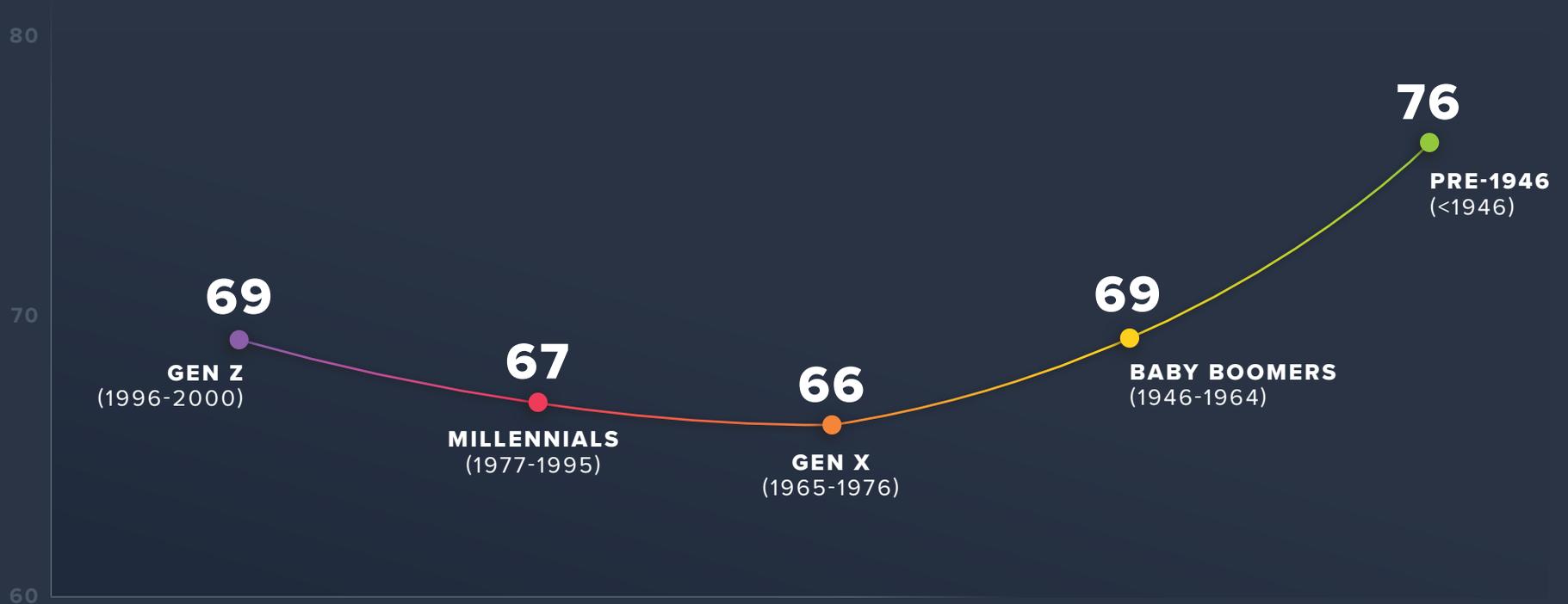
Potential Call-Center Savings	
DEPARTMENT	MONTHLY SAVINGS
Health & Human Services	\$10,852,800
Treasury	\$9,621,280
Commerce	\$8,864,000
State	\$3,341,280
Homeland Security	\$2,836,800
Interior	\$2,248,000
Veterans Affairs	\$1,882,640
Defense	\$1,360,000
Labor	\$1,236,800
Agriculture	\$1,200,000
Education	\$1,165,600
Justice	\$858,400
Transportation	\$672,000
Housing & Urban Development	\$192,000
Energy	\$168,000
United States Postal Service	\$18,994,640
Social Security Administration	\$1,456,000

Calculations based on web traffic of executive branch government domains, as measured by analytics.usa.gov, during the same time period in which the survey was fielded.

Generational Curve

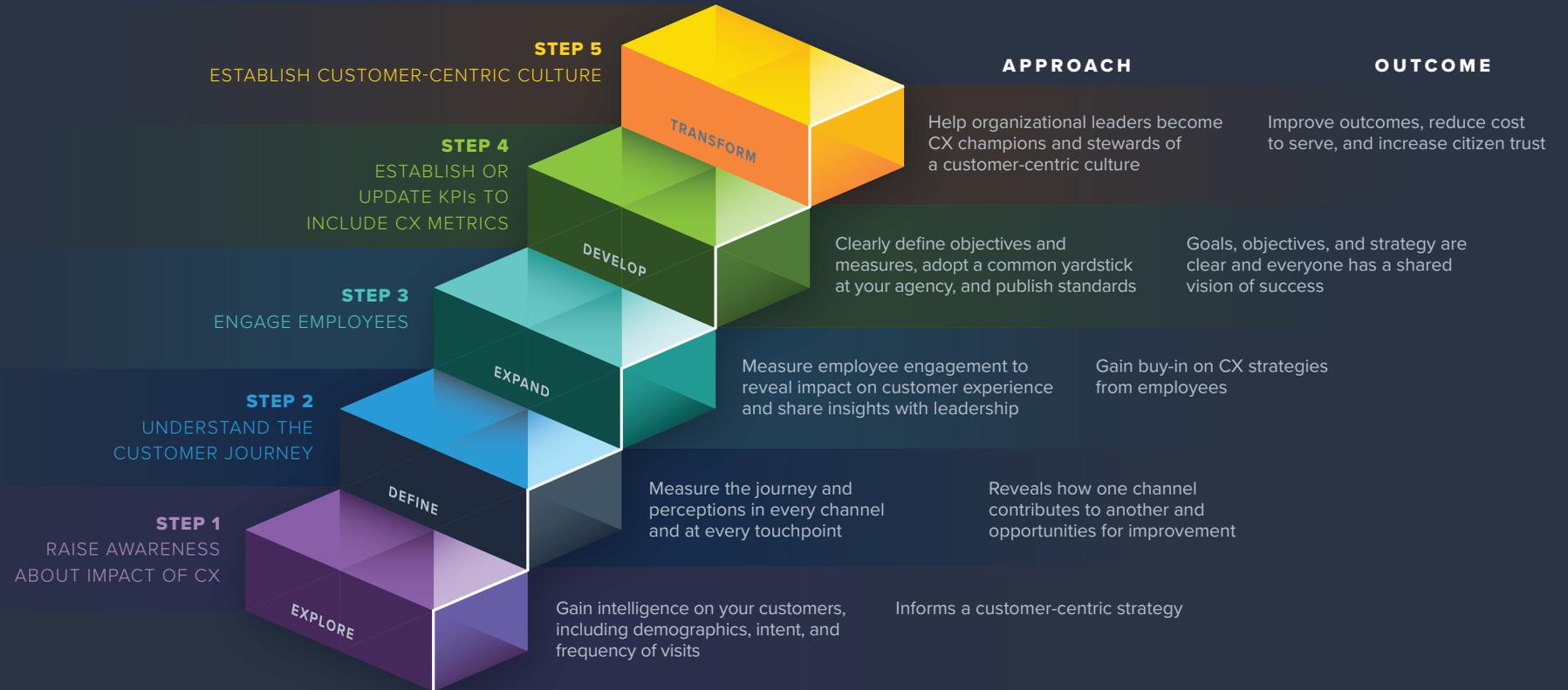
Citizen Experience by Generation

Satisfaction levels vary widely across age groups. A unique opportunity to foster life-long engagement emerges with Gen Z, who embrace disruption in all industries and have an optimistic outlook on the Federal Government agencies customer experience. From there, satisfaction takes a big dip and doesn't rebound until much later in life.



Delivering on the Government Promise: A Model for CX Success

Getting the citizen experience right requires strategic discipline. ForeSee’s proven, phased approach helps federal agencies chart the right path forward to improve CX, lower costs, and achieve better outcomes.



ABOUT FORESEE

ForeSee helps companies accurately connect CX improvements to business outcomes, empowering business leaders with strategic and tactical CX decisioning. Thousands of leading organizations, including federal agencies, financial services providers, and retail brands, rely on ForeSee to give certainty to their CX initiatives.

The ForeSee Experience Index (FXI): Government CX Insights report, the first of its kind, surveyed people about their Federal Government interactions and experiences. The study, fielded the last week of April 2018, surveyed 4,000 people on their recent experiences with programs and services associated with the 15 executive branch agencies of the Federal Government, and two independent federal agencies: the Social Security Administration and the U.S. Postal Service. Judicial and legislative branch interactions were not included.

Learn more about how your agency can benefit from optimizing the federal customer journey:
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ABOUT THE AUTHOR

Dave Lewan

Dave Lewan manages ForeSee's public sector business, including its relationships with federal, state, provincial and local governments, nonprofit organizations, and higher education institutions.

Dave serves as ForeSee's liaison with the Partnership for Public Service for the Center for Presidential Transition. In 2017, Dave led the Customer Experience curriculum at the Excellence in Government Fellows program, educating agency leaders on CX best practices.

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