Moving Beyond the Traditional Customer Service Framework

In today's digital age, the public can interact with government through a variety of channels, yet many still struggle to access needed information and services. To ensure critical information is easily accessible by the public no matter the time or place, agencies are looking beyond traditional customer service frameworks. Government is increasingly looking at the entire customer journey, all while taking a more intentional look at the employee experience, simultaneously ensuring that teams are empowered with the tools and resources to deliver simple, seamless, and secure services.

In this topic snapshot we will explore:

→ Why legacy approaches unintentionally deliver sub-par customer experience.

→ How modernized service ecosystems improve the customer journey.

→ How effective best practices can enhance customer service solutions.

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Challenge: Legacy Approaches Fall Short

In today's era of rapidly changing customer expectations, there are three primary ways legacy approaches can fail to meet the public's needs:

- **Insufficient scalability:** Surges in demand for government services can trigger long wait times as legacy systems struggle to scale up to handle the exponential increase in requests. Customers become frustrated, losing confidence in government services, and employees struggle to meet the public's expectations.

- **Inadequate flexibility:** Customer needs can evolve rapidly, and systems struggle to adapt. This lack of flexibility inherent in aged systems results in inefficient processes and overburdened employees.

- **Lacking unified channels and data sources:** Fragmented experiences across communication channels can discourage public engagement and require employees to duplicate tasks as they move through multiple systems to support the public's information needs. This leads to decreased productivity and low job satisfaction, severely affecting employees' ability to deliver great customer service, which ultimately affects mission outcomes.

Solution: Modernized Customer-Service Ecosystem

Government can move beyond a traditional customer service framework with a suite of technologies strategically implemented by using human-centered design (HCD). This approach leverages data-driven insights to understand the customer journey, the employee experience, and the agency priorities for improving services and experiences to effectively meet its mission.

This ecosystem and future state will offer the following:

- **Simple:** With personalized support and streamlined processes, an experience-led system removes complexity and empowers customers to be informed and feel supported. The resulting intuitive experiences meet customer needs quickly and enable agency employees to handle inquiries effectively.

- **Seamless:** In an omnichannel world, a modern ecosystem supports self-service. It will deliver a holistic end-to-end digital experience, empowering users at all points in their journey. Frictionless encounters will improve customer satisfaction and enable employees to be more efficient in delivering services.

- **Secure:** In addition to being FedRAMP-authorized, such a solution will empower the agency to actively mitigate risks and maintain data integrity. This solution will include access controls, system monitoring, and continuous innovation around security, which rapidly changes and needs an agile approach by design.

Best Practices

These four best practices can help government agencies effectively use a modern, experience-led ecosystem.

1. Unify the touchpoints

To provide the public with the ability for self-service, agencies should leverage modernized tools to streamline multi-channel experiences. By ensuring systems unify touch points across channels, agencies can break down silos to give end users and employees ready access to needed information.

2. Listen to the customer

To make effective use of modernized tools, it's important to understand the challenges the public is facing. Taking this crucial step to understand the true end-to-end customer journey allows agencies to identify critical moments where customer frustrations occur so they can appropriately innovate to meet the actual needs of those customers.
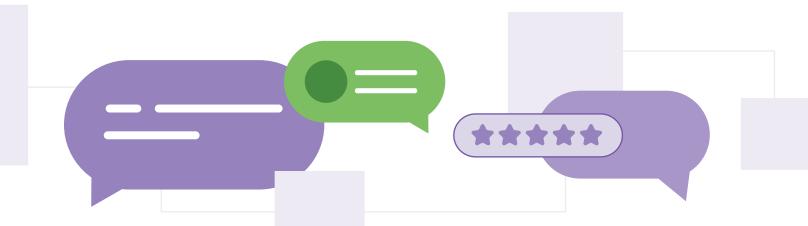
3. Empower employees

A modernized solution will not only improve the customer journey: It also will enhance the employee experience, making people more productive and satisfied in their jobs. To realize this benefit, it is essential to address employee needs, remove silos, and create streamlined processes. Building an employee end-to-end experience fosters a culture of excellence and empathy, empowering employees to provide excellent customer service.

4. Innovate for efficiency

To drive new efficiencies for both the customer and employee journeys, agencies must first identify places where current systems and processes are falling short. Documenting the technologies that support the current customer experience, including existing channels and data locations, is essential. This enables agencies to move effectively from the current state toward a future state where processes become more efficient for both customers and employees.

Case Study: Delivering impactful, experience-led government services

By working with diverse government agencies focused on improving customer interactions, commonalities can be found across federal financial, national security, and health sectors, among others. To illustrate what an experience-led, modernized customer service framework looks like in practice, we can examine the case of a government agency that aimed to enhance the citizen journey.

→ **Challenge:** The public sought more information and services but instead encountered siloed processes with fragmented communication channels. People struggled to get personalized answers through existing self-service mechanisms. By the time agents answered the phone, citizens were measurably frustrated.

→ **Solution:** Working with Maximus, the agency evaluated its current service delivery model for pain points, technologies utilized, and customer friction points. With this data, the agency implemented Maximus's Total Experience Management (TXM) Solution, a suite of integrated managed services and FedRAMP-authorized technologies that enabled impactful, experience-led service delivery.

→ **Outcomes:** Supported by human-centered design, the new service delivery model simplified and streamlined customer and employee interactions. With intuitive processes, the public could now self serve a range of needs. When people contacted the agency, employees could more easily access data across an omnichannel environment for a faster response and consistent customer experience.

Moving agencies forward with an experience-led mindset

At the heart of the Maximus TXM Solution is human-centered design and data-driven insights. Maximus understands how government interacts with its customers and employees, driving deep data insights into how to improve service, technology and process not only to meet mission outcomes but exceed expectations. By ensuring that data and services flow smoothly across all channels, agencies can connect information for easier access as well as reporting. This provides a continuous improvement cycle. The TXM offering extends beyond connecting systems, instead translating into meaningful improvements to both the customer and the employee journey to ensure mission success. *Learn more: maximus.com/txm-solution*

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