

# Serve the People

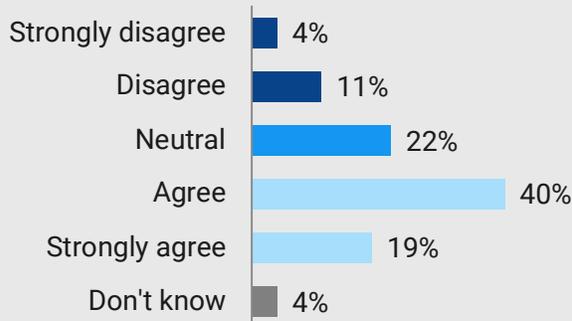
A Candid Poll on Federal Government's Digital Services

## Introduction

In the face of rapidly evolving citizen needs, it's essential that federal agencies establish a streamlined, thoroughly modern online presence. To learn more about the current state of digital customer experience (CX), Government Business Council (GBC) polled a random sample of 212 federal employees.

## Most respondents feel that their agency's website is meeting citizen needs

**To what extent do you agree with the following statement: "Users of my agency's website are able to easily accomplish their intended goals."**



Percentage of respondents, n=212  
Note: Percentages may not add up to 100% due to rounding

- **Nearly 60%** of federal employees agree or strongly agree that users of their agency's website are able to achieve intended goals.
- **However, 15%** disagree or strongly disagree that their organization's website caters successfully to user needs.

### Did you know...

According to Forrester's 2017 US Federal Customer Experience Index, federal agencies account for 5 of the 10 worst CX providers across 21 leading US industries.<sup>1</sup>

## Qualtrics' Perspective

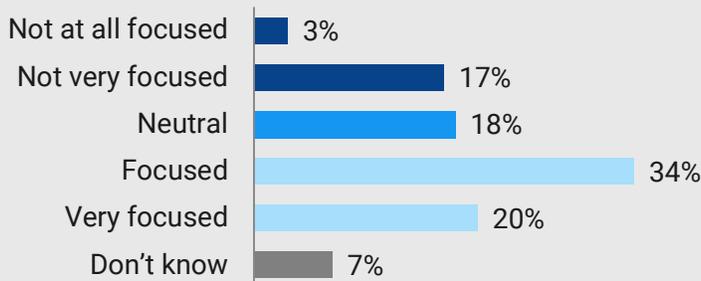
There is a clear disconnect between federal perception and customer experiences on government websites. For the last 15 years, citizen satisfaction at most agencies has remained stagnant, even while investment and usage have rapidly increased – the exceptions are agencies that measure the success of their visitors, rather than simply satisfaction. As one of the fastest, most cost effective, and wide-reaching ways to improve customer experience (CX) at scale, improving digital channels should be a priority at every agency.

Qualtrics powers CX transformation by helping agencies gather data that is:

- **Real-time** - user feedback is available immediately, and can be used to close the loop
- **Flexible** - no black box or set of required questions, and you own and control all data
- **Secure** - FedRAMP authorized, ISO 27001 certified, and used in more than 50 agencies

## Some agencies have yet to heavily prioritize digital user experience

**In your opinion, how focused is your agency on improving the digital user experience?**



Percentage of respondents, n=212  
Note: Percentages may not add up to 100% due to rounding

- A majority (54%) feel that their agency is focused or very focused on improving digital CX.
- However, 20% disagree.

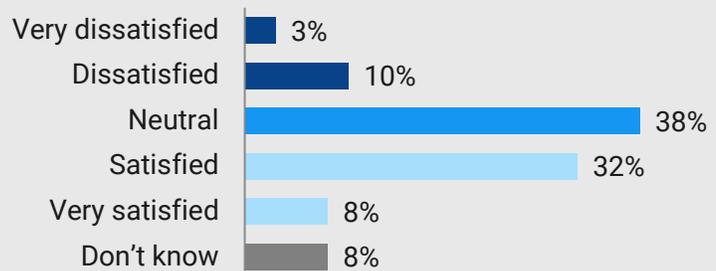
### News flash:

The Federal Agency Customer Experience Act, which cleared the Senate in November 2017, would simplify the process agencies go through to garner feedback regarding CX – it also creates new oversight over how agencies deliver services.<sup>2</sup>

## Federal websites still have room for improvement

- A plurality (40%) of respondents are satisfied or very satisfied with other federal organizations' online services.
- 13% are dissatisfied or very dissatisfied.
- 38% are neutral, indicating that they lack a strong impression of other agencies' websites.

**In general, how satisfied are you with other federal agencies' online services?**



Percentage of respondents, n=212  
Note: Percentages may not add up to 100% due to rounding

### Methodology

GBC deployed a 3-question poll on federal digital CX to a random sample of 212 federal civilian employees. The poll was fielded in March 2018.

### Sources

1. "The U.S Federal Customer Experience Index." <https://www.forrester.com/report/The+US+Federal+Customer+Experience+Index+2017/-/E-RES135984#figure2>
2. "Federal Agency Customer Experience Act Clears Senate." <http://www.nextgov.com/cio-briefing/2017/11/federal-agency-customer-experience-act-clears-senate/142404/>

### About Government Business Council

As Government Executive Media Group's research division, Government Business Council (GBC) is dedicated to advancing the business of government through analysis, insight, and analytical independence. An extension of *Government Executive's* 40 years of exemplary editorial standards and commitment to the highest ethical values, GBC studies influential decision makers from across government to produce intelligence-based research and analysis.

### About Qualtrics

The Qualtrics Experience Management Platform empowers federal agencies to bridge the gap between what citizens expect from government services and their actual experiences. With our sophisticated data-gathering tools, FedRAMP Authorized security infrastructure, and advanced analytics and reporting capabilities, public officials can make better decisions based on quality, real-time data.