

Great Expectations: Federal Customer Service

Digital Efficiency Meets Contemporary Customer Service Expectations

The growth of mobile technologies has made personalization and instant access to information fundamental customer experience expectations. But, according to Forrester's 2018 CX Index, 80 percent of Federal agencies' customer service falls between the range of "mostly poor" and "very poor." An inferior customer experience can lead to many consequences, including mission failure due to lack of trust, unwillingness to comply with Federal directives, and reluctance to apply for optional services.¹ While each Federal agency has a slightly different definition for customer service, one question is consistent – how can agencies provide effortless, connected, and proactive services to drive mission success and exceptional citizen experiences?

Ditching a Defective Process

While most agencies have a mature process to accept citizen requests, many struggle with processing and fulfilling requests. Questions can become lost as they make their way to the right department. Agencies need a modern end-to-end solution that enables ownership over a request, and creates a seamless path to completion.

To transform service delivery, agencies must first modernize their underlying infrastructure and reduce the number and complexity of their IT platforms. While the 2018 White House reorganization plan and 2017 Connected Government Act aim to improve low customer service standards, agency leadership struggles prioritizing the programs due to lack of funding or accountability built into these initiatives. Where does customer service fit in?



Change is on the Horizon

Digital integration requires change throughout the agency. This can make deploying separate advanced portals and machine learning solutions difficult, and costly, for agencies maintaining siloed legacy systems. Agencies have initiated the arduous process of developing user-friendly websites and creating digital forms one at a time, but Federal customer service remains mostly reactive, beginning after a customer requests information or help. Contemporary customer service requires agencies to evaluate how workflows connect across the organization to get work done faster, meet customer needs faster, and achieve mission progress faster.

Personalized and Proactive

As artificial intelligence and machine learning become more mainstream, digital services are becoming more personalized and proactive. Programs now monitor for issues and make corrections before the customer asks the question. Personalizing the customer experience allows citizens to easily search data and documents and empowers self-service. When digital services are able to meet almost any need, the live

¹ <https://go.forrester.com/blogs/the-us-federal-government-still-ranks-near-the-bottom-of-forresters-customer-experience-index/>

assistance contact center transforms into an “exception center,” enabling consolidation of contact centers into shared services – reducing operational costs and improving service delivery.² Not only does self-service reduce Federal employee workloads, it reduces the variable costs of interactions. For example, in-person live assistance calls to the Internal Revenue Service cost on average between \$40 and \$60, while digital transactions average only \$0.22 each.³

Win-Win – A Better Experience for Customer and Agency

ServiceNow Customer Service Management (CSM) combines omnichannel engagement with machine learning and automated solutions – enhancing agility and allowing agencies to react to changing expectations. As the only visionary in the Gartner Magic Quadrant for the CRM Customer Engagement Center,⁴ ServiceNow provides end-to-end customer service by extending beyond the initial engagement when receiving a request to establish a smooth process for request completion.

ServiceNow advances digital transformation by facilitating communication between departments and agencies – enabling the agency to collaborate and share knowledge for a connected customer service approach.

CSM automates recurring requests and empowers customers to effortlessly self-serve on their schedule. This leads to less time spent on repetitive tasks and more time dedicated to providing engaging contact support for more complex questions – decreasing the volume of contact support interaction and increasing the quality of every interaction. Providers want to ensure the best customer experience, while customers prefer to avoid problems. While problems may be inevitable, if customers were alerted to a possible issue – or the issue could be avoided – their satisfaction will be greater than if they encounter the problem and need to react. ServiceNow CSM keeps both the customer and provider in mind – providing a proactive approach, and improving the experience for all.

ServiceNow provides effortless, connected, and proactive customer service management. Agencies may define a customer differently and have specific goals, but ServiceNow can drive all toward the common end mission which remains the same – exceptional experiences for Federal employees and the citizens they serve.

For more information, visit: <https://www.servicenow.com/products/customer-service-management.html>

2 ServiceNow. “Customer Service Management: Connecting People, Processes, and Technology.” Presentation. Mandarin Oriental. Washington, D.C. 7 February 2018.

3 <https://www.irs.gov/pub/irs-prior/p3415--2015.pdf>

4 <https://www.gartner.com/doc/3875220/magic-quadrant-crm-customer-engagement>

