

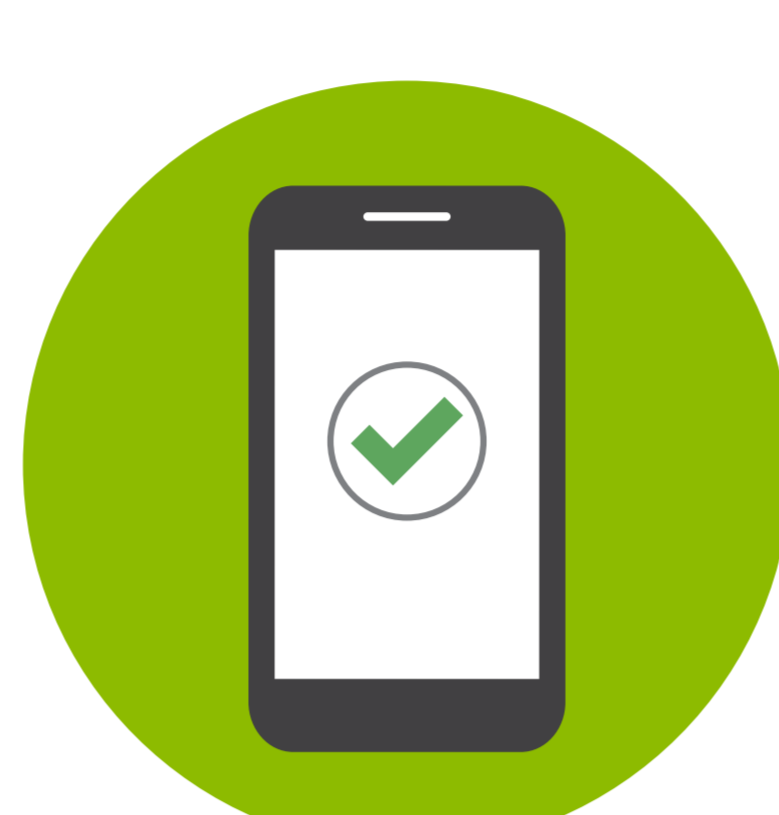


Improving CX Means Putting Citizens First

Exceptional customer experience (CX) from private companies leaves citizens expecting the same from their government agencies.

Government Agencies Know There's Work to Be Done

73% believe their organization's digital capabilities were behind those in the private sector



78% acknowledge that by increasing digital capabilities it would make it easier for their employees to serve citizens

Improving Customer Experience Can Drive Better Outcomes for Government Agencies

Increase trust



Satisfied customers are **9X** more likely to trust the agency providing the service

Achieve stated missions



Satisfied customers are **9X** more likely to agree an agency is delivering on its mission

Meet or exceed budgetary goals



Dissatisfied customers are **2X** more likely to reach out for help 3+ times

Reduce risk



Dissatisfied customers are **2X** more likely to publicly express dissatisfaction

Boost employee morale



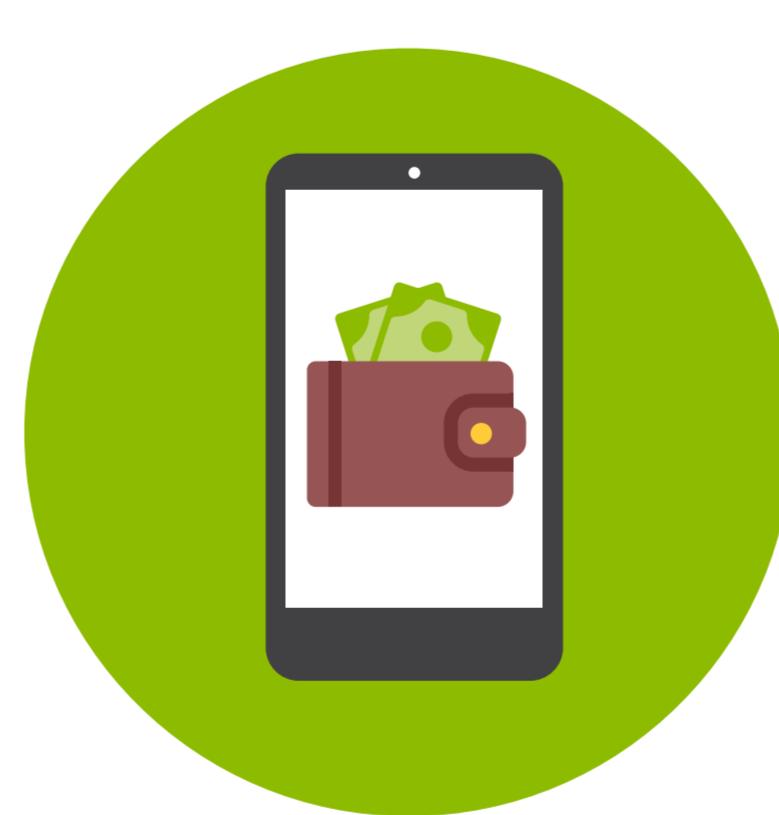
Long-term organizational success **50%** is driven by organizational health and is mutually reinforced by customer experience



In our white paper, "[Government Agencies Need to Make CX a Priority as Public Expectations Rise](#)," we reveal the challenges that many government agencies face as well as some tips for overcoming them.

Better Digital Payments Translate to Better Citizen Experience

37% of citizens believe that improving digital payments would improve the overall satisfaction with the government



25% believe it would increase their willingness to engage with government

Challenges to Overcome

- **One-size fits all approach** doesn't work for all
- Underdeveloped and **outdated technological infrastructure** undermines the ability to offer a comprehensive digital experience
- **Monopolistic mind-set** leads to misguided belief that there is no need to improve CX
- **Employee capabilities are lacking**, resulting in an inability to address gaps in customer experiences
- Mining citizen data is difficult due to **data silos** and out-of-date data management systems
- **Tight budgets** make prioritizing CX difficult



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Sources:

1. Delivering the digital state. What if state government services worked like Amazon? Deloitte, 2017.
2. KUBRA Citizen Billing and Payment Report 2019.
3. Foresee experience index, Government CX Insights, How the Federal Government delivers on the citizen experience, 2018.
4. The public sector gets serious about customer experience, McKinsey Quarterly, 2019.