

Transforming the Customer Experience



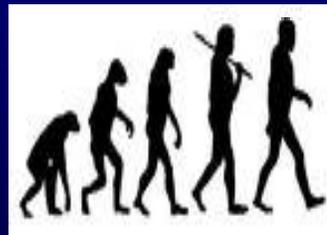
Dave McClure
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March 17, 2011
Government Web and New Media Conference



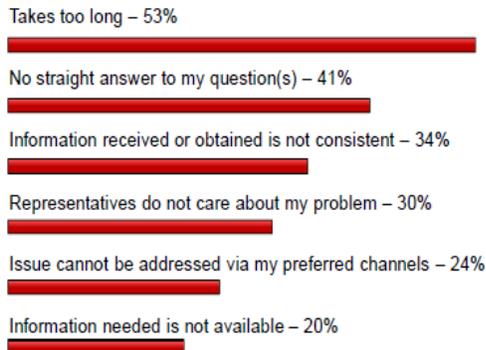
Our Progress

- Modernized web policies
- Supported Plain Writing Act
- Designed around top tasks
- Increased citizen engagement
- Launched HowTo.gov



What are people saying about their experience with government?

Current frustrations:³



Source: MeriTalk and RightNow, Oct 2010

Service channels — often in silos



Publications



Websites



Social media



Phone



Mobile

Anyone looking at unified customer experience across channels?



What we need to do

- Americans ask agencies to focus on the basics:

- 1) Empower citizens through **self service**
- 2) Embrace **social media**, and offer collaboration environments
- 3) Establish a **knowledge** foundation
- 4) Engage **proactively** and gather **feedback**
- 5) Allow citizens to use their **channel of choice**

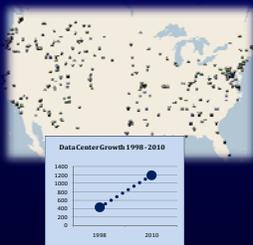


Source: MeriTalk and RightNow, Oct 2010

How do we do it?

Streamline and Consolidate Systems

- Data centers
- Websites
- Call centers



Shift to the Cloud

- Leverage shared services
- Apps.gov simplifies access

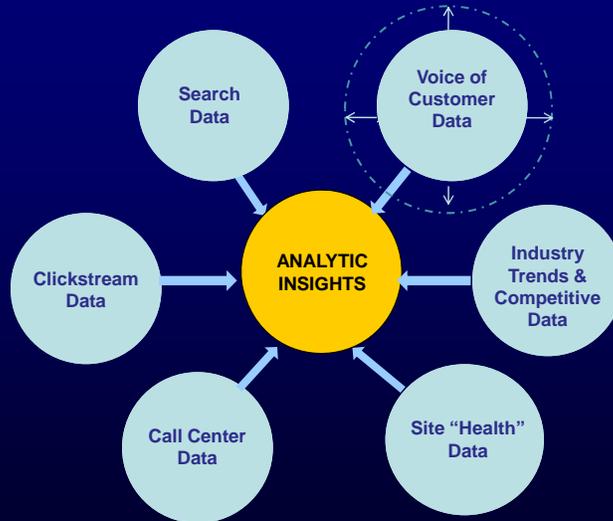


Simplify Access to Services

- Universal design
- Access via multiple devices, incl mobile



Turn Information Silos into Analytic Insights



GSA

Maximize Sharing and Flow of Information and Knowledge



As big an issue *outside* your organization as *within* it

- YouTube is now **second largest search engine** in the world
- 1.5 million pieces of content shared **daily** on Facebook
- Online newspaper readers are **up 30%**
- 250 million visitors **each month** to Myspace, YouTube, and Facebook (*none were around 6 years ago*)
- Mobile devices will be world's primary connection tool to the Internet in **2020**

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GSA's role: supporting your work

- Identify and share best practices (in and outside of gov't)
- Develop common tools
- Government-wide training
- Showcase innovation
- Work with OMB to modernize policies

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Common Tools

- Faster roll out
- Consistent user experience
- Saves money
- Spurs innovation
- Deal with policies only once
- Leverages best practices



GSA

An Official Web Site of the United States Government Thursday, September 23, 2010 Text: A* A* A Share

HOME DATA TOOLS COMMUNITY METRICS DIALOGUE GALLERY WHAT'S NEW

GEO VIEWER

We are pleased to announce the availability of the Data.gov GEO Viewer, an interactive mapping tool designed to let users preview geospatial data available through the Data.gov catalogs.

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3. AVAILABLE TECHNOLOGIES
4. Census of Agriculture Race, Ethnicity and...
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APPS

COMMUNITY

Data.gov is leading the way in democratizing public sector data and driving innovation. The

SEMANTIC WEB

As the Web of linked documents evolves to

Search.USA.gov
USASEARCH PROGRAM

Affiliate Program APIs & Web Services Search.USA.gov

How the Affiliate Program Works

Hosted Site Search

- Power your search results from Bing™ index.
- Provide search results from one site, or across multiple sites.
- Customize the results page to match your site's look and feel.
- Leverage our application program interface.
- Ensure reliability and stability--99.9% uptime.
- Mobile and 508 compliant.

Search Analytics

- Gain insight into your customers' search behavior.
- Read daily, weekly, and monthly summary reports.
- Access raw search logs.
- View dynamic charts and graphs.



Log in to shorten a URL

Username: **Password:** Log in

[Create new account](#) [Request new password](#)

Click for information from



<http://www.medicare.gov/>

Go.USA.gov lets government employees create short .gov URLs from official government domains, such as .gov, .mil, .si.edu, or .fed.us URLs.

We are currently beta testing **Go.USA.gov**. Go.USA.gov registration is limited to people with .mil, .gov, .fed.us, and .si.edu email addresses. If you are a government employee and would like to use it, please [register for an account](#). If you are a government employee, but are unable to register, please [contact us](#).

Go.USA.gov has shortened **48421** URLs that have been clicked **10571205** times.



Mobile Apps



IRS2go
Internal Revenue Service

iPhone

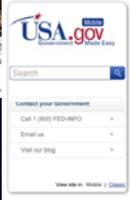
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Fuel Economy.gov
U.S. Department of Energy Clean Cities

Mobile Web

fuelconomy.go...



USA.gov
General Services Administration

iPhone

Mobile Web

m.usa.gov...



My TSA
Transportation Security Administration

iPhone

Mobile Web

www.tsa.gov/mo...

1) TSA¹ gives you 24/7 access to information that passengers frequently request Transportation Security Administration (TSA).

2) TSA² provides a tool to find out if an item is allowed in your carry-on or checked



Goals for Improving Customer Experience

When accessing gov't information and services, anyone should be able to:

- **Easily find** relevant, accurate, and up-to-date information
- **Understand** information the first time they read it
- Complete common **tasks** efficiently
- Get the **same answer** via multiple channels
- Provide **feedback** and ideas, and hear what agencies will do with them
- **Get access** if they have a disability or aren't proficient in English

– From Federal Web Managers Council White Paper: "Putting Citizens First: Transforming Online Government"



Key to Success: Nurture and Build Communities



- **Share** what you've learned, created, proved
- **Innovate** to be more creative, inventive, imaginative
- **Reuse** what others have already done
- **Collaborate** to take advantage of what others already know
- **Learn** by doing from others and from existing information



What's Next?



- Create common **metrics** (quality, speed, performance)
- Understand **customer expectations** through analytics
- **Integrate channels** for a better customer experience
- Improve **functionality** of products and services
- Enhance quality of **citizen engagement**
- **Consolidate content** to reduce duplication