Understanding Your Customer

CX Tools & Resources
www.digital.gov

Gov’t-wide CX Community of Practice
www.digital.gov/communities/cx-experience-community

Cross-Agency Priority Goal
www.performance.gov
64.4% Citizen satisfaction at all time low

TRANSFORM

- Deepen understanding of customers.
- Document customer experiences.
- Conduct research.
- Analyze your data.
- Share insights.
- Develop a CX Strategy.

Get Started