



**Digital Government Institute's  
Government Customer Service Conference  
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## *21<sup>st</sup> Century **Government** Customer Support*

- *Community*
- *Consistency*
- *Cooperation*
- *Customer focus*
- *Channel diversity*
- *Clear communication*
- *Continuous refinement*
- *Comprehensive interconnectivity*
- *Collaborative knowledge-based culture*
- *Commensurate internal and external support*

# **Issues Impacting Government Service: Now and Future**

- **Practices**
- **Attrition & retention**
- **Work flexibility**
- **Cross-channel services**
- **Technology v. culture**
- **Collaboration for survival**
- **Strategic value and power**

**“Today, the success of every business depends on translating knowledge about customers into the reality of the customer experience.”**

*– Greg Gianforte*