

Summary of Government Customer Support Recognition

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Government is fast following lessons learned in the commercial sector for customer service and has adopted best practices to facilitate this transformation. Just as cross-channel transparency is a consumer requirement and no longer represents a competitive advantage in the commercial environment, cross-agency interoperability and the ability to recognize a citizen's total needs and requirements are becoming critical imperatives for government. Responsiveness, speed, and accuracy/accessibility of information at every governmental level to support more informed citizen-facing decisions are vital to government's challenge of delivering mission services across multiple touch points.

As examples of government commitment to citizen service, both the Cgov Community of Practice and the General Services Administration (GSA) Office of Citizen Services have established criteria for awards to recognize agencies that serve citizens and internal customers with excellence. Both of these recognition programs weigh not only serving customers with excellence, but also the importance of attracting, training, and retaining skilled contact center personnel for sustainable quality interactions. Elements for recognizing agency excellence in serving customers from both Cgov Community of Practice and GSA Office of Citizen Services can be summarized as:

1. Customer Focus

- Ensure accuracy of information provided to customers
- Deploy customer driven metrics and feedback
- Ease of use including interface, availability, scalability of service, and one-stop support
- Measure and improve customer satisfaction

2. Technical Excellence

- Application of customer support technology for secure, seamless service
- Expertise and knowledge related to the technology or service supported
- Effectiveness of processes used to support customers including collecting and disseminating information, total contact ownership

3. People component

- Teamwork with internal partners and customers, front line support staff, and interagency
- Attracting and retaining skilled personnel

4. Citizen and public awareness of government services and programs

- Public accessibility
- Agency "grass roots" proactive outreach, education information i.e. public service announcements

These elements provide the framework for evaluating government citizen service, and will be explored further at the Digital Government Institute conference. For more information on government citizen practices, please go to <http://www.usaservices.gov/pdfs/performreport.pdf> for the Citizen Service Levels Interagency Committee (CSLIC) Report on *Proposed Performance Measures, Practices and Approaches For Government-wide Citizen Contact Activities*.