



# GROWING A POSITIVE CUSTOMER EXPERIENCE

## Overview:

There is an opportunity for Departments to improve the customer's impression by understanding how they feel about their interactions with products and service. Customer dissatisfaction leads to wasted time, money and low employee morale. Missourians deserve a positive customer experience from state departments, as good as the private sector.

## Problem:

How can Departments in the State of Missouri leverage data to drive strategic initiatives to improve customer experience? Nearly half of all Department placemats are lacking purposeful, customer-focused initiatives.

Departments are doing some activities to improve customer experience but these vary by Departments, sections, and programs. The tools and systems they are using are not consistent across State of Missouri.

## Recommendation:

Provide Departments with a deliberate process that uses data to improve customer experience initiatives through journey mapping. Utilizing a Customer Journey Map captures customer impressions based on their interactions with products and services.

Adopting a Customer Journey Mapping process will allow State of Missouri Departments to identify the impressions customers have during touchpoints with services, quantify these interactions, and prioritize opportunities to drive strategic initiatives.

Using a Customer Journey Mapping process will drive purposeful, customer-focused initiatives making the State of Missouri as good as the private sector.

STATE OF MISSOURI

44%

Department placemats that do not have customer-focused initiatives

### Customer Satisfaction

Is simply measuring how happy your customer is with a product or service.

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### Customer Experience

Is understanding how your customer perceives every touch point with you.

**Departments cannot ensure satisfaction without a deliberate consideration of the customer experience.**



### Customer Journey Mapping is a Continuous Cycle

When creating a customer journey map it should not be seen as a one off but a continuous cycle of identifying customer impressions at touchpoints and pivoting to positive experiences through strategic initiatives.