Customer Experience Self–Assessment

This is a tool the Trump administration provided to help agencies assess where they are in their CX journey. Use this assessment to benchmark the maturity of your agency's CX program as beginner (CX level 1), intermediate (CX level 2) or more advanced (CX level 3). Each question ties back to the five core functions of a strong CX program: measurement, governance, organization and culture, customer research, and service design.

CX Level 1   **CX Level 2**   **CX Level 3**

	YES	NO
MEASUREMENT		
We have defined Customer Experience metrics in line with the government-wide reporting requirements.	○	○
We have identified quantitative, objective customer-experience related metrics that we report on with our feedback metrics.	○	○
We are aligned with agency-wide customer service level standards including call centers and touch points in different mission areas.	○	○
We have a "Voice of the Customer" strategy for collecting CX feedback and measures across our entity's entire purview.	○	○
We have a central view of how our entity is doing on CX at Secretary, Regional, Program, Front-Line, or other appropriate levels.	○	○
We publicly release our CX performance data–the results of our surveys, touch point survey levels, and quantitative metrics.	○	○
GOVERNANCE		
We have sub-entity or program leadership dedicated to a specific customer segment CX strategy.	○	○
We have an Executive that is responsible and dedicated to the entity's CX strategy.	○	○
We have a CX strategy that is either aligned with or specifically a component of our overall agency strategy.	○	○
Significant policy decisions and large investments require CX activities and documentation as part of the review process.	○	○
We support our CX employees to spend time on sharing best practices and tools governmentwide and participate in CX activities.	○	○
We have identified where our customer journeys overlap with other agencies and have created mechanisms to work together.	○	○
ORGANIZATION & CULTURE		
All employees receive a training in which they are oriented to who the entity's customers are and our CX strategy.	○	○
We have a library of CX trainings that are annually updated and a method for collecting and sharing CX stories.	○	○
We have job codes and positions that are specific to CX skill sets and roles.	○	○
We evaluate employee performance against role-specific CX metrics.	○	○
We have awards and recognition specifically for exemplary CX behavior.	○	○
We have a team(s) of people that are able to support programs with CX activities.	○	○

|		YES	NO
CUSTOMER RESEARCH	We use ethnographic research techniques such as interviews and observational studies to better understand customer behavior.	○	○
	We have a central, entity-wide catalog of our customers and detailed personas that is annually reviewed.	○	○
	We have a central, entity-wide catalog of our customer journeys and prioritized bottlenecks that is annually reviewed.	○	○
	We complete customer segmentation/analysis activities at least annually.	○	○
	We have a regular mechanism for collecting employee feedback and places in which they believe our programs could be improved.	○	○
	We share the results of customer segmentation/analysis activities with agency leadership, employees, and the public.	○	○
SERVICE DESIGN	We have mechanisms for involving stakeholders in co-creation of programs and improvements.	○	○
	We are moving our IT organization towards agile, iterative design processes.	○	○
	We have adopted CX tools or other resources from other government programs or developed our own for others to leverage.	○	○
	Existing IT and digital investments are tested on an ongoing basis using human-centered design processes.	○	○
	New IT and digital investments are tested using human-centered design processes.	○	○
	All programs and entities that interact with the public have human-centered design capacity.	○	○

Tabulate your score on the self-assessment.
Award your agency one point for every "yes" response.

Measurement   ○ /6

Governance   ○ /6

Organization & Culture ○ /6

Customer Research   ○ /6

Service Design   ○ /6

We scored ○ /30

0–10	11–20	21–30
Level 1	Level 2	Level 3
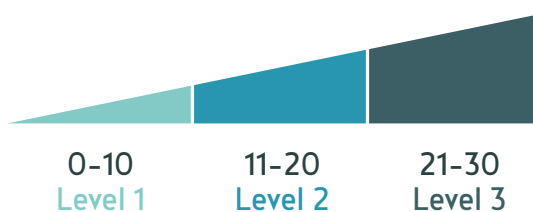
AREA OF FOCUS

In the next fiscal year, we are working to build our capacity and activities in _____ and _____ .

(Select at least two of the five categories above)

govloop **carahsoft**