

# The Clearing's Customer Experience Solution Area

Why Customer Experience (CX) Matters More Than Ever in Today's Environment

Across the government, only **21%** of today's customer needs are met on the first attempt. Other statistics are just as telling:



Federal government customer experience **ranks last** out of 14 industries measured\*



**Less than half** of people believe Federal agencies "respect them as a customer"\*



Federal agencies **lag more than 10 points** behind the private sector average in CX scores\*



Minorities **report lower** customer experience scores than white customers\*

## The CX Challenge

Unmet customer needs have led to an increased focus on customer experience (CX) among Federal leaders. This focus was crystallized in the 2021 President's Management Agenda (PMA) and the Presidential Executive Order on Transforming Federal Customer Experience and Service Delivery to Rebuild Trust in Government.

Agencies are taking action based upon these CX-focused mandates in addition to the increasing demands from customers. Some agencies have already begun and are working across to support additional agencies on this journey.

Regardless of where an organization falls on the CX continuum, there are clear benefits to both customers and employees for implementing or optimizing a people-focused customer experience strategy.

\* The US Federal Customer Experience Index, 2021; Forrester



## Priority 2

from the 2021 President's Management Agenda

Delivering excellent, equitable, and secure Federal services and customer experience.

## The Clearing Can Help

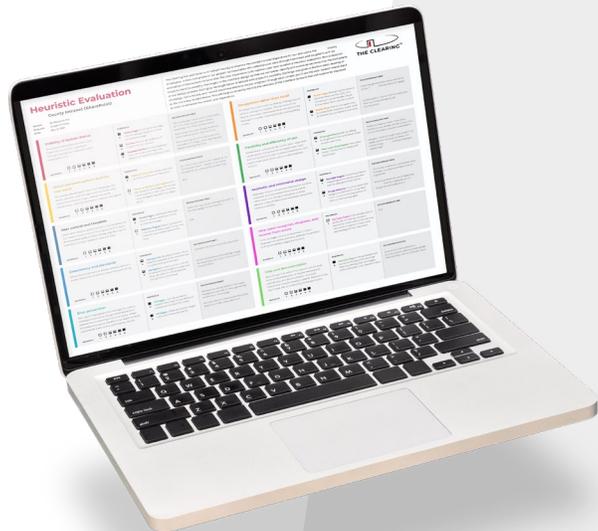
The Clearing combines CX evaluation expertise with organizational change acumen needed to pilot and scale customer experience enhancements. We focus on solutions that work in theory and in practice. Our proven CX tools and technology have helped multiple agencies on their CX journeys and created collaborative efforts across the entire government.

## Our CX Offerings

The Clearing's CX offerings, rooted in human-centered design (HCD), include:

- 1 CX Transformation & Change
- 2 CX Strategy
- 3 CX Organization Design
- 4 CX Data & Research

- 5 IT Modernization & Digital Transformation
- 6 Product Development
- 7 Brand and Identity Development



## When to Consider Customer Experience Support

Organizations today are in a state of permanent white water, experiencing continuous change. That continuous change means survival instincts kick in. But when an organization is trying to survive, it's easy to lose track of why it exists. In the case of Federal agencies, that reason is to service its customers.

Compounding matters, today's customer has more ways to voice their opinion than ever before. That means leaders hear more frequently, and more loudly, when CX falls short.

**If an organization hears the rumblings getting louder, it may be time to evaluate its CX strategy.**



Interested in learning more about The Clearing's approach to Customer Experience?

**Contact us today to talk with our team of experts on the next steps.**

# Our Approach

## We Are All Customers.

The Clearing's CX team lives by this ethos. In today's world, organizations must think beyond the traditional definition of customer. Modern leaders have many customers: employees, the communities in which they operate, board members, and the end user of their services. A sound CX strategy must take all stakeholders into account.

We start by putting the voice of the customer – no matter which group they fall into – at the center. For large agencies, however, that can be daunting. To make it easier, we break CX down into smaller pieces:



### 3 Key Elements of CX

#### 1 Functionality

Is your organization giving your customer what they need?

#### 2 Enjoyment

Did your organization make the interaction an enjoyable experience?



#### We Align to Industry Standards: 6 Pillars of CX

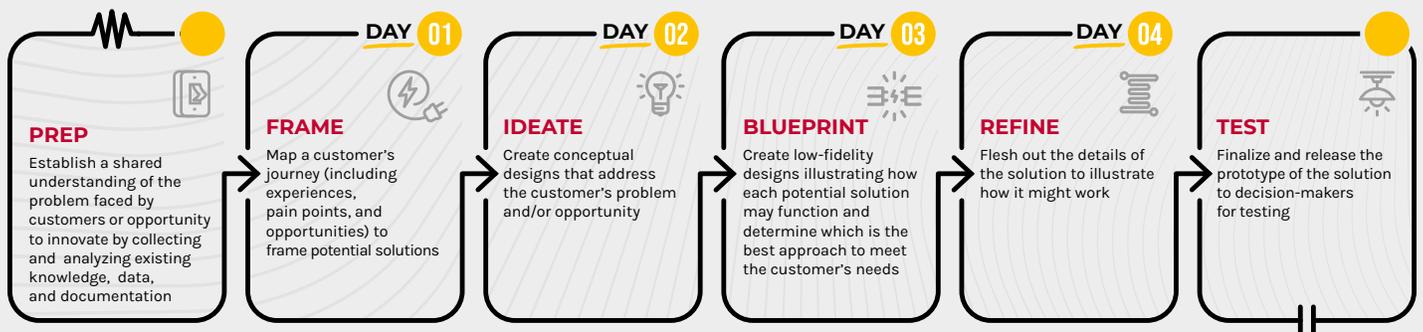
- Personalization
- Time and Effort
- Expectations
- Integrity
- Resolution
- Empathy

#### 3 Accessibility

Did your organization make it easy for that customer to achieve their desired outcome?

### AMPERIAN CYCLE®

At each step, we embrace Agile principles and utilize the AMPERIAN CYCLE®, our **rapid prototyping process**. The AMPERIAN CYCLE® allows us to approach CX through a quick, iterative lens, which means our clients don't have to invest significant dollars or time to begin. Our iterative ideation process gives you more opportunities to learn quickly and deliver rapid results. And since **we're all customers** of the Federal government, getting rapid results with an emphasis on customer value, makes a genuine impact on people's lives.



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## Ready to Chat?

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