



IT MODERNIZATION

**Centers of Excellence**



## Service Catalog

The Customer Experience (CX) Center of Excellence (CoE) objective is to help agencies create experiences that meet or exceed customer expectations. To be successful, the team helps design outstanding experiences and the ecosystem to deliver them, demonstrate the business value of customer experience as a discipline, and lead its adoption across the organization. The goal is to facilitate the transformation of the customer experience by improving the usability and reliability of our government's most critical digital services. We use an approach that includes ideation. Design thinking, empathy, experimentation to arrive at innovation solution. What future customers really want or historical data. To serve people better.

An effective customer experience program results in increased trust in the federal government by improving the experience citizens and businesses have with federal services across all service channels. The CX CoE team helps the Federal Government achieve a modern, streamlined, and responsive customer experience across its agencies, comparable to leading private-sector organizations.

The success of the **IT Centers of Excellence** depends on our ability to identify and harness best practices within and outside of government. If you are interested in learning more about the Centers of Excellence or discussing tools or solutions, please reach out to us at [connectcoe@gsa.gov](mailto:connectcoe@gsa.gov). Or visit us at [coe.gsa.gov](http://coe.gsa.gov).

The GSA **IT Centers of Excellence** (CoEs) are partnering with Agencies to accelerate their IT modernization by leveraging private sector and government innovation and centralizing best practices and expertise.

### **CUSTOMER EXPERIENCE STRATEGY**

Bring cross-functional teams together in workshops to scope problem statements, navigate complex organizational relationships, develop research hypotheses, and analyze findings. We use an agency's research and marry it with gaps and implement an approach that are not just about IT processes but business processes to get to the root and fulfill customers' needs.

### **SERVICE DELIVERY FRAMEWORKS DEVELOPMENT**

Identify key practices for the agency's CX program or office. Develop and test customer experience methods, launch new initiatives tailored to the agency and their challenges. Develop Voice of the Customer strategies and plans.

### **APPLICATION OF HUMAN CENTERED DESIGN**

Current-state and comparative evaluation of design alternatives. Facilitation of Design Thinking activities. Design Human-Centered approaches for agile environments.

### **CUSTOMER JOURNEY MAPPING**

Employ Human-Centered design approaches to capture customer characteristics and identify touch points between customers and the agency where the experience is shaped.

### **BEST PRACTICE RESEARCH**

Research plans and activities to survey current practices across industry and government. Develop training materials to sustain CX practices.