



Service Catalog

The Customer Experience (CX) CoE works to develop a better understanding of customer needs and helps translate those findings into action. 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.

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 is poised to help the federal government achieve a modern, streamlined, and responsive customer experience across its agencies, comparable to leading private-sector organizations.

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

DEVELOP SERVICE DELIVERY MODELS

Identify key practices for the agency's CX program or office. Develop and test customer experience methods 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.

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. Or visit us at coe.gsa.gov.