



PARTNERSHIP FOR PUBLIC SERVICE

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## Rebuilding Trust in Government by Transforming Customer Experience

Trust in the federal government stands near historic lows. But as the government delivers vital services to help the country recover from a set of historic crises, it can rebuild trust by prioritizing customer experience. To work more effectively, government should design and deliver services that better connect with its diverse customer base. This means more than simply aiming for satisfied customers—it means creating a government that anticipates, listens to, understands, and quickly responds to people’s most pressing needs.

### Focusing on Customer Experience Can Make Government More Effective

**85%** 85% of customers expect government to meet or exceed expectations set by commercial service providers ([Accenture](#))

**10.7** The federal government’s customer experience score is **10.7 points lower than the private sector** average and lower than any other sector or industry ([Forrester Research](#))

**20%** Just **20% of U.S. adults trust** the federal government ([Pew Research Center](#))

Delivering a better experience increases the odds that customers will **trust federal agencies** and **opt into government services**, increasing the scope and strength of its programs. It also **drives compliance** with government directives and regulations. ([Forrester Research](#))

A customer focus can **promote equity** by ensuring that leaders consider the unique needs and perspectives of diverse populations.

### Select Recommendations

Although pockets of excellence exist in government, many proven customer experience practices have yet to be applied widely. Building on a solid foundation established over the past decade, the new administration should take bold actions to improve how services are delivered.

- The White House should **set an ambitious, government-wide goal to improve customer trust** in government, and dedicate a team to lead this effort and drive coordination across agencies.
- Agencies should **develop and implement customer experience strategies** linked to their missions and based on customer research and data.

- Agencies should **break down silos** to streamline services across channels and provide self-service options so that people can easily obtain the information and support they need.
- Agencies should **measure and act on customer feedback** by setting an agency priority goal related to customer experience; and they should train leaders to instill a customer-focused approach into agency culture and operations.
- Agencies should **establish accountability for improving customer experience** by designating a chief customer officer or another senior official to elevate the voice of the customer, capture feedback and insights, and deliver more seamless, intuitive services.

## Customer Experience Improvements in Action

Customer experience improvements have led to measurable impact and outcomes in agencies.

- **Increasing trust among veterans.** With the full support and leadership of Department of Veterans Affairs secretaries across administrations, a wide-ranging customer experience initiative raised trust in the VA among veterans by [18%](#). The VA set customer experience as its top priority, established a well-resourced Veterans Experience Office, developed its leaders to drive improvements and wrote customer experience principles into its department-wide regulations.
- **Improving the federal student aid lifecycle.** The Office of Federal Student Aid is taking a customer-centered approach to improve the experience of students, families and borrowers who are looking to learn about, access and repay federal student aid. As part of the Next Gen Federal Student Aid effort, the office consolidated multiple websites into a single, digital [front door](#), launched an improved mobile app, and a new virtual assistant, to help customers get the information they need, whenever they need it. It is now easy to apply for student aid on a smart phone, and customer satisfaction with the process scores [88 out of 100](#).

## More About Our Work

- We host an annual **customer experience summit and quarterly roundtables** to spread leading practices across government, in collaboration with Accenture.
- We **publish the annual “[Government for the People](#)” report**, a comprehensive collection of data and insights on how customers experience government, including in-depth profiles of 11 high-impact services, also in collaboration with Accenture.
- We offer **custom training** to help leaders discover the principles of customer experience and develop a high-level strategy and vision.
- We **conduct research** on a wide variety of customer experience topics, including how [mission support services in government](#) can better meet customer needs.

### For More Information, Contact:

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