

ACT-IAC Issues Customer Experience Playbook to Transform Service Delivery

FAIRFAX, Va. – August 2, 2018 – The American Council for Technology and Industry Advisory Council (ACT-IAC) announces the release of the *Customer Experience (CX) Playbook: Guide to Transform Service Delivery*.

Citizens expect high quality services from the Federal government and every survey indicates that the government is not meeting those expectations. Improving customer experience to citizens is one of the priorities in the President's Management Agenda. The ACT-IAC playbook provides government agencies with the best practices and information needed to implement an improved customer experience program. Developed by a working group of executives from government and industry with expertise in customer experience, the playbook addresses a number of topics such as:

1. Understanding the current state of customer satisfaction and experience in your agency
2. Understanding your agency's culture and appetite for change
3. Building a customer-centric culture
4. Creating a customer strategy
5. Designing the experience of the future
6. Identifying the support and resources needed
7. Developing a business case to justify resources
8. Measuring and monitoring

Martha Dorris, industry chair of working group that developed the playbook stated, "The future of Government IT is one in which agencies take advantage of advances in technology to allow government improvement in customer experience service delivery. I'm excited be part of a Customer Experience (CX) Community of Interest (COI) working group that produced the CX Playbook which serves as a guide to leaders across government in transforming government services. The CX Playbook sets the foundation for a common understanding of the basic concepts of CX that can be applied to both internal and external CX."

Download the CX Playbook at <https://www.actiac.org/act-iac-customer-experience-playbook-guide-transform-service-delivery>

American Council for Technology-Industry Advisory Council (ACT-IAC)

The American Council for Technology and Industry Advisory Council (ACT-IAC) is a non-profit educational organization established to improve government's service delivery and operational performance through the effective and innovative application of technology. ACT-IAC provides a unique, objective and trusted collaborative forum where government and industry executives

are working as partners to address critical issues, apply best practices and pioneer innovative solutions. ACT-IAC also provides high-quality learning and educational opportunities to improve

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