CX Moment – October 2015

Customer Experience Day, or CX Day, is a global celebration of the companies and professionals that create great experiences for their customers. Centennial values customer service and we are focused on being the most proactive government with the *best customer experience*. In recognition of this we are sharing monthly CX Moment's with ideas, suggestions and tips to help get you thinking about how to deliver a great customer experience.

What is Government Customer Experience?

When it comes to federal or local government – or other public sector agencies – just what makes up great customer experience? Is it the same as the private sector?

In short, the answer is yes.

Engagement is just as important for citizens wanting to interact with their government as it is with customers who want to purchase clothes, or pay their phone bills.

Citizens want you to **understand** them and their needs. Everyone shares a common need to feel heard and understood.

Loyalty is a key indicator of customer satisfaction in the private sector. While citizens and businesses in the City may not choose to work with us certain aspects of loyalty are applicable to our business:

Compliance: following the City's rules and advice.

Commitment: engaging with the City even when it is not required.

Advocacy: saying positive things about the City.

Increasing citizen loyalty results from actively listening to customers, clearly communicating our understanding of customer needs so they feel listened to, and empowering customers to further engage with us.

What this means for Centennial

Centennial strives to provide positive customer experiences daily. Engagement and Loyalty are key components of our customer experience efforts at the City.

Engagement: We offer a wide variety of ways for customers to interact with the City. In addition to our 24/7 citizen response center and online report forms, we recently completed our third Centennial 101 class. We have also dramatically increased our social media presence enabling people to connect with us in the manner they prefer.

Loyalty: It is beneficial to have citizens voluntarily complying with City regulation and spreading a positive message about Centennial, and the results of our KPM (Key Performance Measures) Program indicate that is already occurring. Many of our divisions responsible for enforcing regulations in the community routine receive very high customer satisfaction ratings, along with positive survey comments

about those interactions. View KPM data online at: http://www.centennialco.gov/Government/key-performance-measures.aspx

Thanks for everything you do to make Centennial a great place to live and work!