Measuring Customer Experience With Government Services

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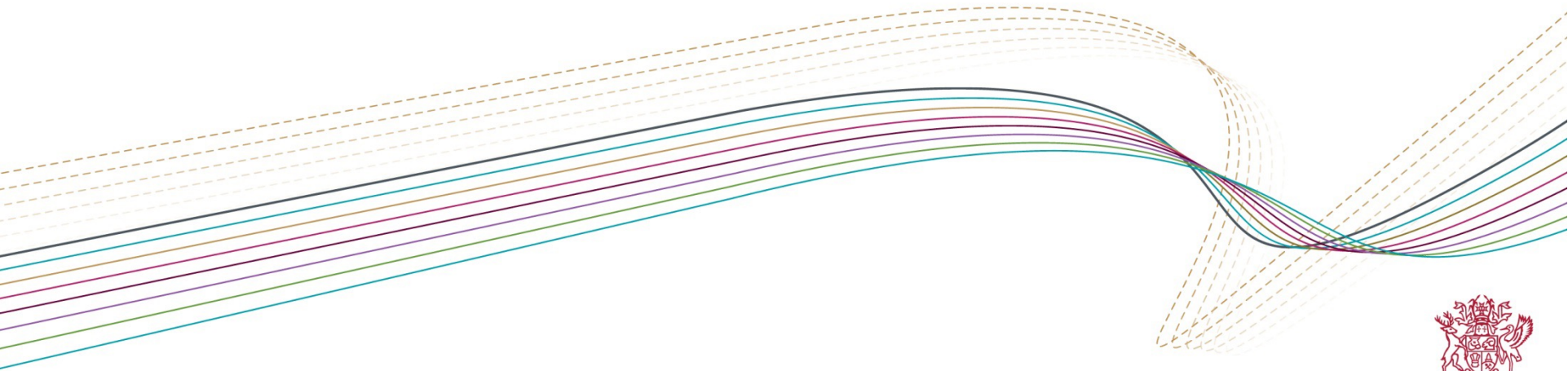
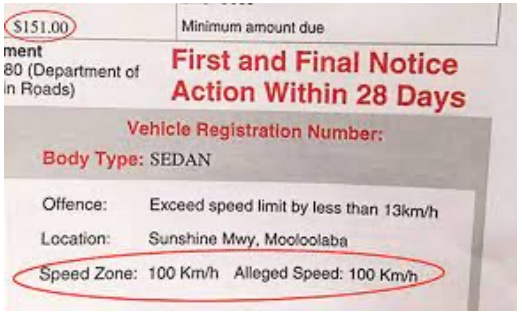


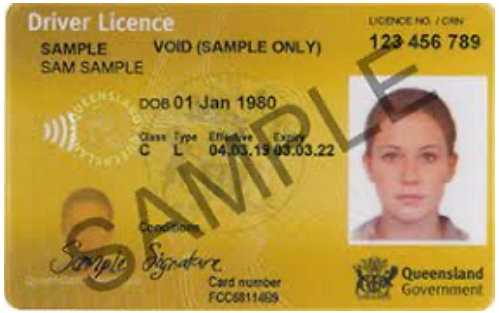
AES Conference 2023

Queensland Government

What does CX look like in Government

In the context of Government, the experience of a customer is extremely diverse





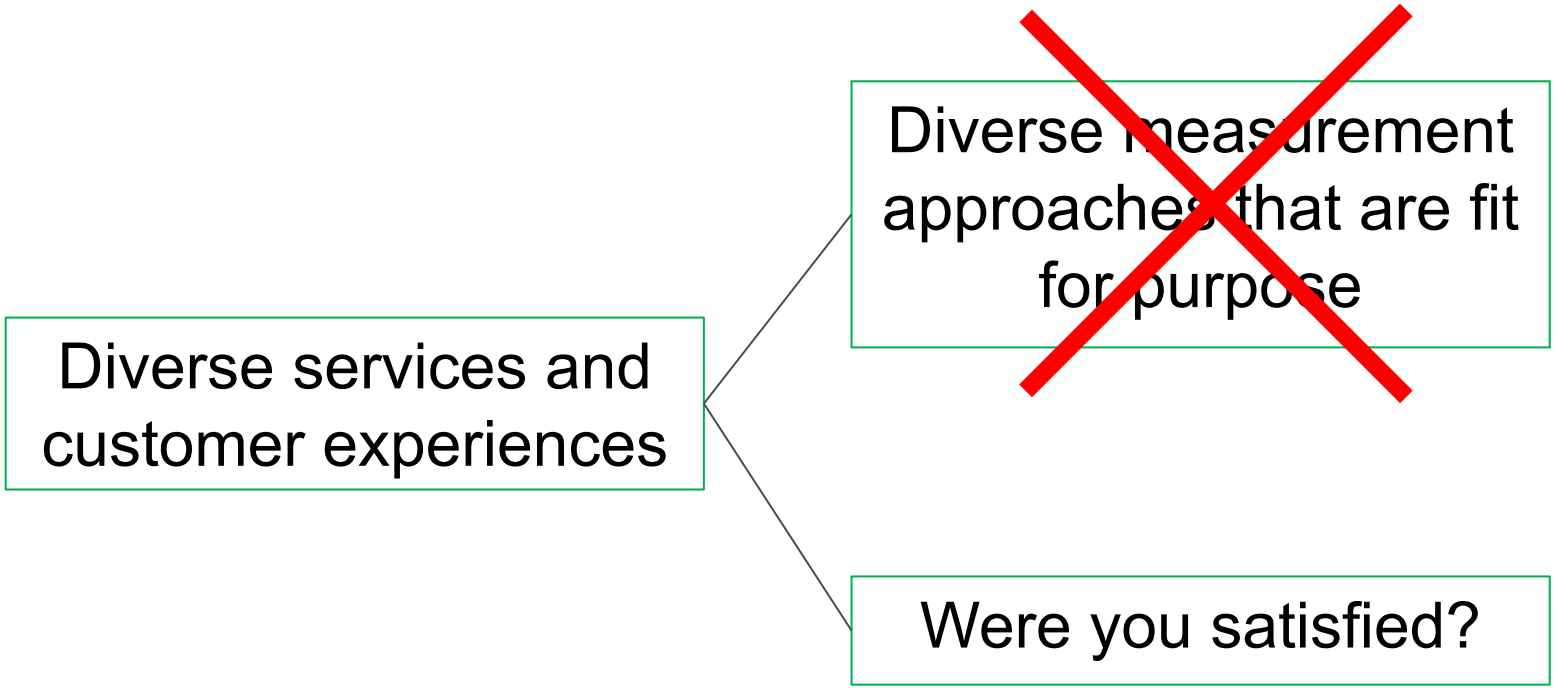
What does CX look like in Government

How we could measure CX in Government

Diverse services and customer experiences

Diverse measurement approaches that are fit for purpose

How we often measure CX in Government



Problems with ‘satisfaction’ measures

There are a couple of issues with this approach

1) What is meant by satisfaction?
2) How can a single measure adequately reflect the diverse experiences of a customer?

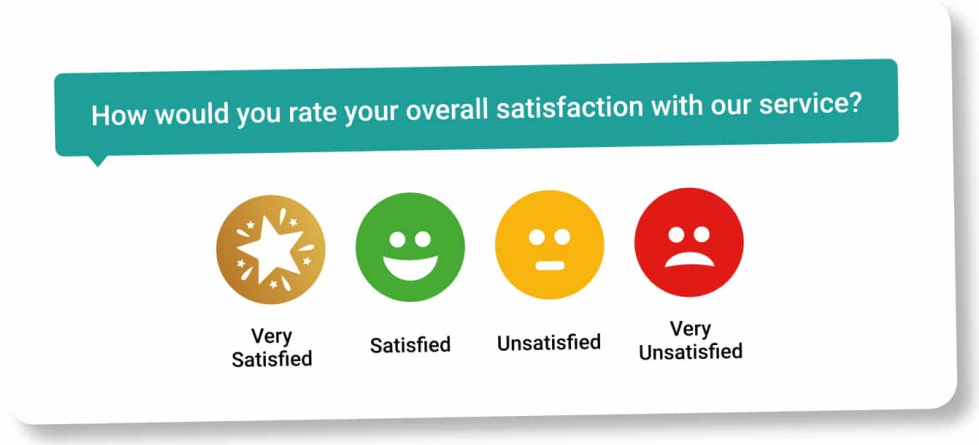
What is satisfaction

Satisfaction can be defined as a:

"happy or pleasant feeling that you get when you:

– *receive something you wanted or*

– *when you have done something that you wanted to do"*



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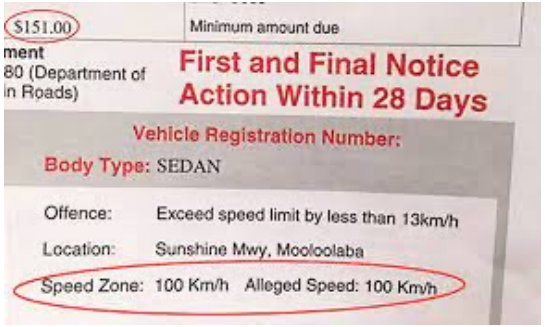

The problem with one measure

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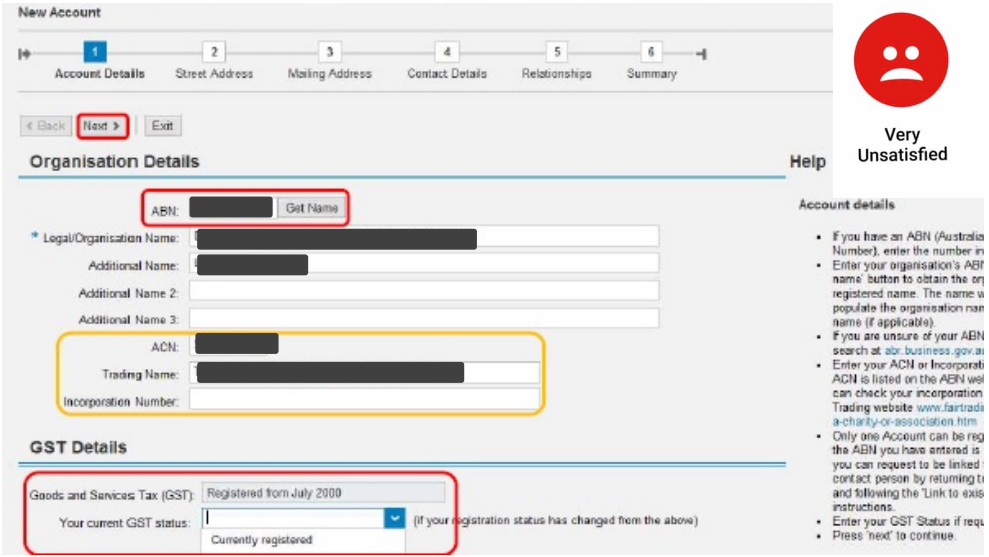
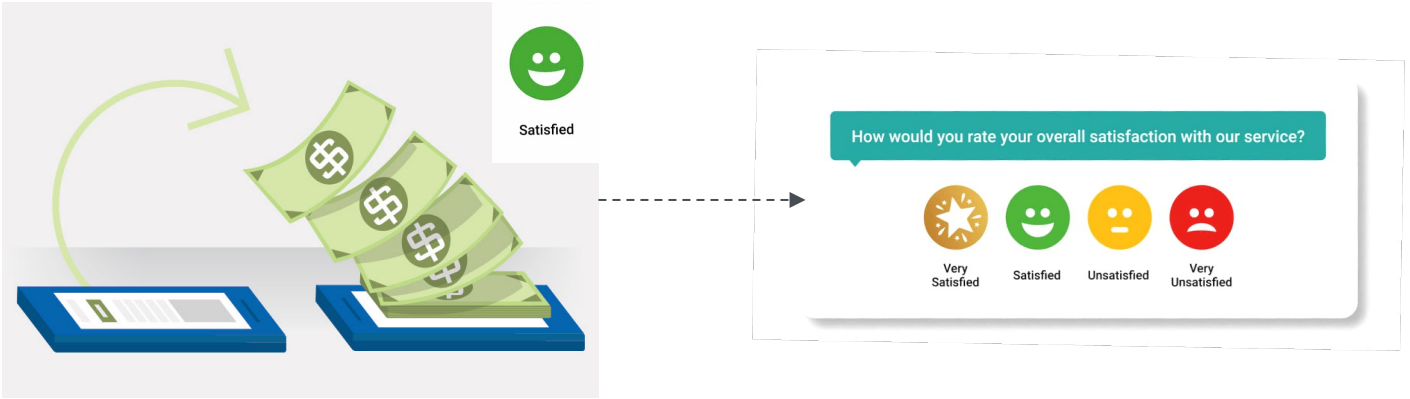


The problem with one measure

Unsatisfied

Satisfied

The problem with one measure



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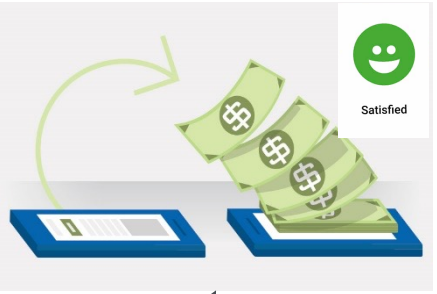
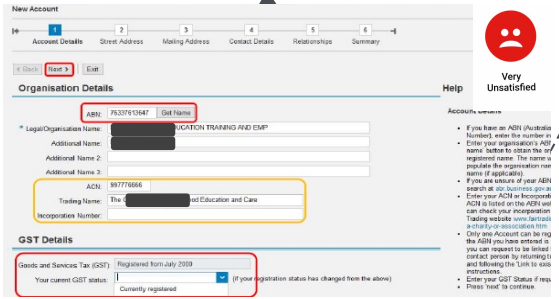
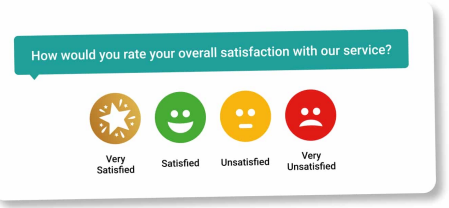
Unsatisfied





Very Unsatisfied

Satisfied



The problem with one measure

How do you average out those ‘feelings’ into one measure of overall satisfaction? Do some parts of the journey have greater weighting?

As the program owner, how to do understand CX in relation to the specific parts of the customer journey over which you have influence?

Alternative to satisfaction questions

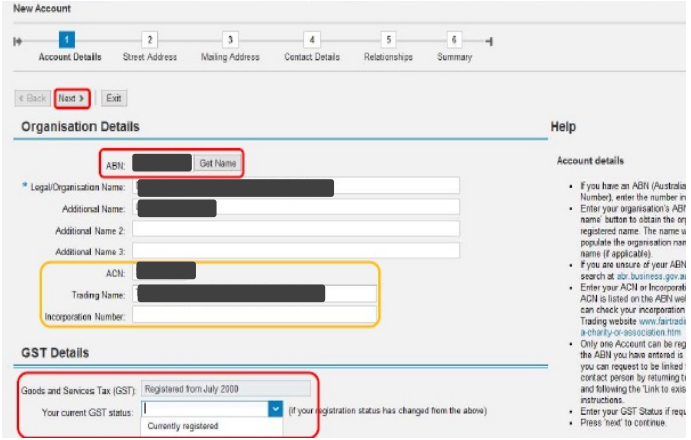
Instead of asking one question using a vague concept like ‘satisfaction’, consider asking multiple questions about important aspects of the experience.

Consider questions that address customer expectations, prior knowledge, and contextual factors

Alternative to satisfaction questions

Using our employment program scenario, we might ask:

- How easy was it to use the online portal to access your support payment?
- How helpful were program staff?
- Would you choose to participate in the program again?



Alternative to satisfaction questions

- What aspects of the program did you find most beneficial?
- What aspects of the program could be improved?

Questions should be fit for purpose and ideally integrated into a mixed methods approach.

Linked with objectives, outcomes and indicators

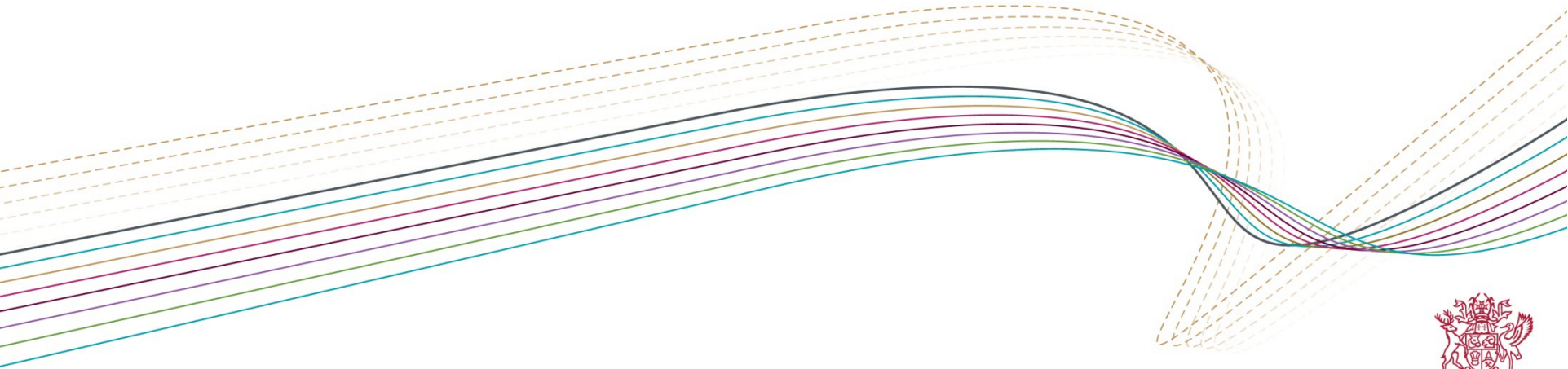
Objective	Support businesses to employ young job-seekers
Outcome	Positive CX using the online portal
Indicator	Online portal ease of use
Measures	How easy was it to use the online portal What would help make it easier (please specify)

What we're doing about it

We are working with other agencies and stakeholders to develop guidance material on alternative approaches to measuring customer experience

Thank you

https://www.treasury.qld.gov.au/resource/queensland-government-program-evaluation-guidelines/



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