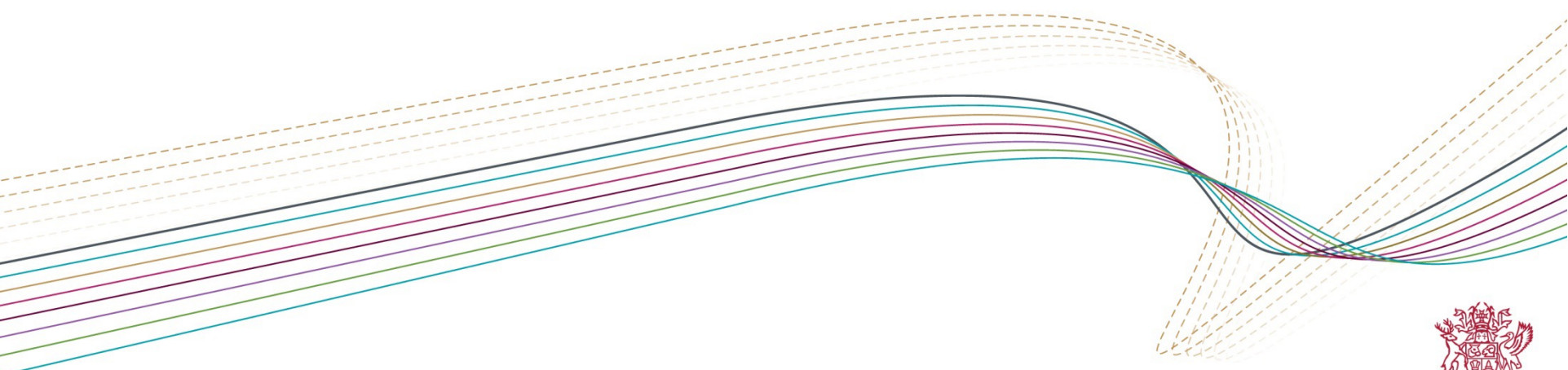


# Measuring Customer Experience With Government Services

Todd Sansness, Sylvia Elmes

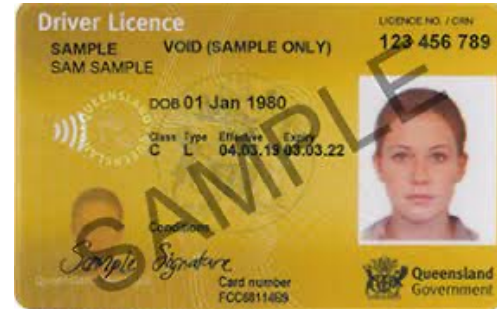


**AES Conference 2023**

# What does CX look like in Government

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

<b>\$151.00</b>	Minimum amount due
ment 80 (Department of in Roads)	<b>First and Final Notice Action Within 28 Days</b>
<b>Vehicle Registration Number:</b>	
<b>Body Type:</b> SEDAN	
Offence:	Exceed speed limit by less than 13km/h
Location:	Sunshine Mwy, Mooloolaba
<b>Speed Zone:</b> 100 Km/h	<b>Alleged Speed:</b> 100 Km/h



# What does CX look like in Government

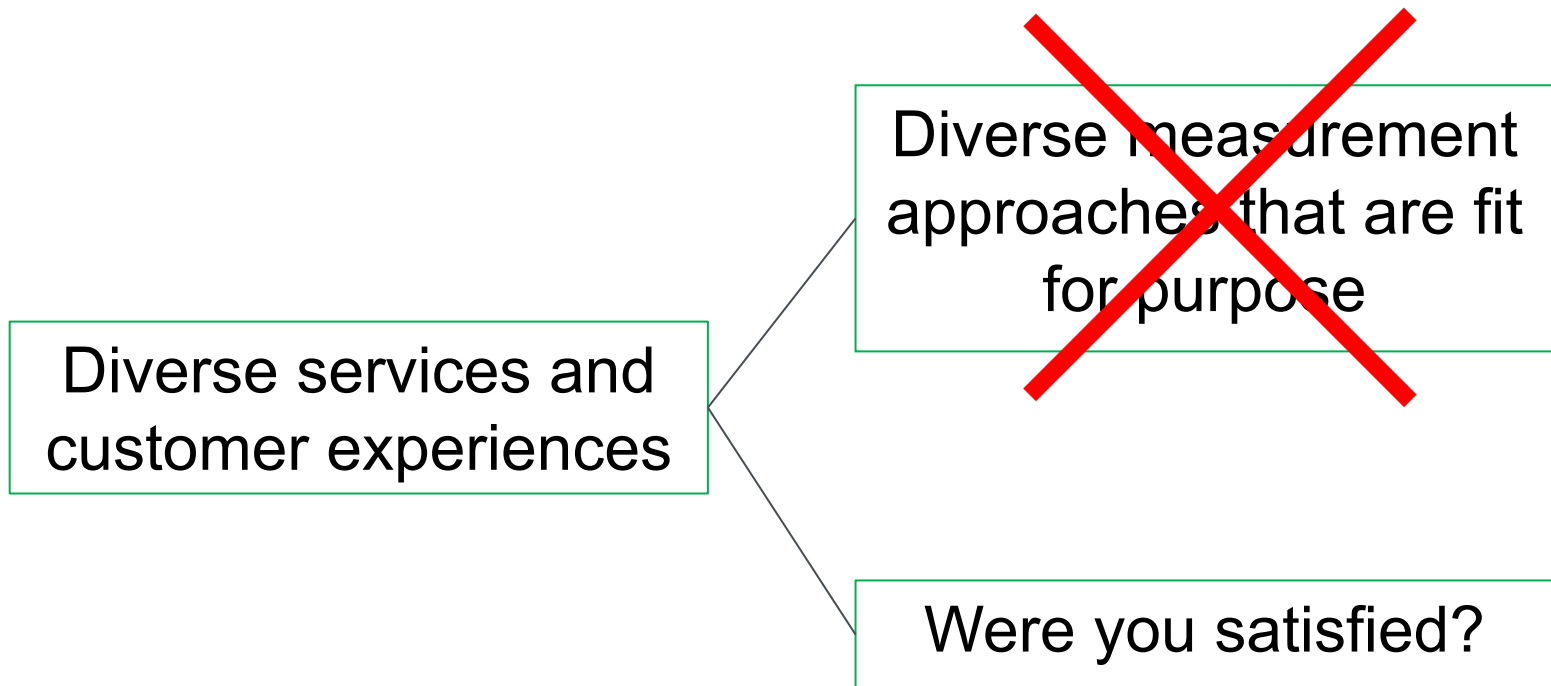




Diverse services and customer experiences

Diverse measurement approaches that are fit for purpose

# How we often measure CX in Government



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”*

How would you rate your overall satisfaction with our service?



Very  
Satisfied



Satisfied



Unsatisfied



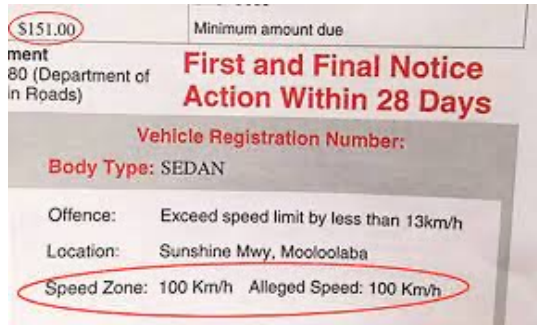
Very  
Unsatisfied

# 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”*





# The problem with one measure



# The problem with one measure

**New Account**

1 Account Details 2 Street Address 3 Mailing Address 4 Contact Details 5 Relationships 6 Summary

← Back **Next** > Exit

**Organisation Details**

ABN: [Redacted] [Get Name](#)

\* Legal/Organisation Name: [Redacted]

Additional Name: [Redacted]

Additional Name 2: [Redacted]

Additional Name 3: [Redacted]

ACN: [Redacted]

Trading Name: [Redacted]

Incorporation Number: [Redacted]

**GST Details**

Goods and Services Tax (GST): Registered from July 2000

Your current GST status: [Redacted] (if your registration status has changed from the above)

Currently registered

**Very Unsatisfied**

**Help**

**Account details**

- If you have an ABN (Australia Number), enter the number in
- Enter your organisation's ABN name button to obtain the or registered name. The name will populate the organisation name name (if applicable).
- If you are unsure of your ABN search at [abr.business.gov.au](http://abr.business.gov.au)
- Enter your ACN or Incorporation ACN is listed on the AEN web can check your incorporation Trading website [www.fairtrades-a-charity-or-association.htm](http://www.fairtrades-a-charity-or-association.htm)
- Only one Account can be registered the ABN you have entered is you can request to be linked contact person by returning to and following the Link to exist instructions.
- Enter your GST Status if required
- Press 'next' to continue.

# The problem with one measure

**We Are**  
**HIRING**  
*Join The Team*



Unsatisfied

**OPEN POSITION**

**Membership Coordinator**

About This Job:

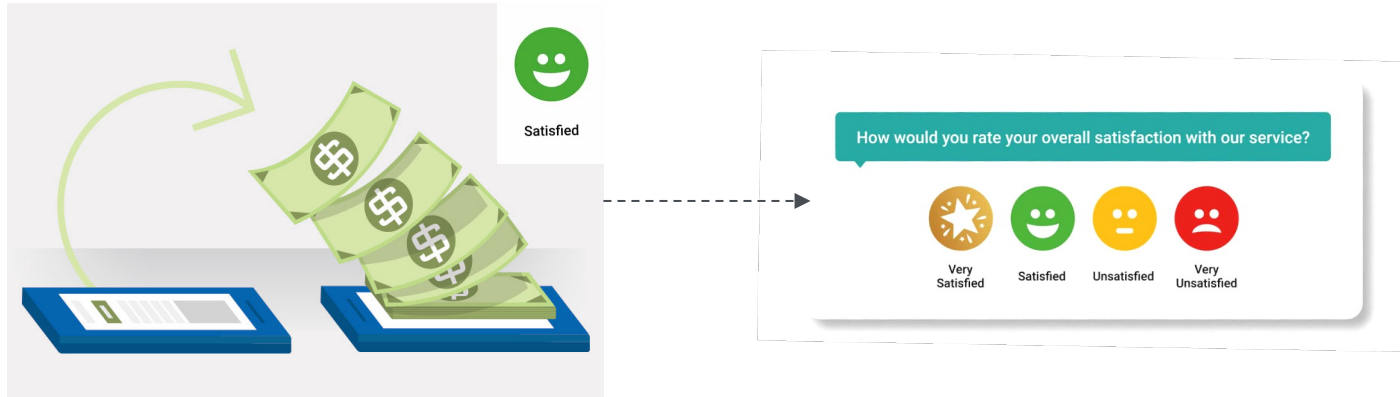
- ✓ Part-time
- ✓ Family Environment
- ✓ Learning Opportunity

**APPLY NOW** >



Satisfied

# The problem with one measure



# The problem with one measure



We Are **HIRING**  
Join The Team



Unsatisfied

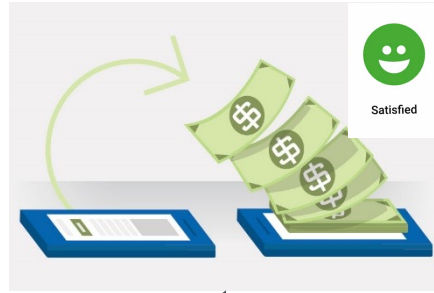
OPEN POSITION

Membership Coordinator

About This Job:

- Part-time
- Family Environment
- Learning Opportunity

APPLY NOW



New Account

Account Details Street Address Mailing Address Contact Details Relationships Summary

Organisation Details

Legal/Organisation Name: EDUCATION TRAINING AND EMP

ACN: 99776666

GST Details

Goods and Services Tax (GST) Registered from July 2009

Your current GST status:  Currently registered

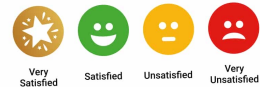


Very Unsatisfied

- If you have an ABN (Australian Business Number), enter the number in
- Enter your organisation's 'ABN name' (not the 'trading name') to obtain the 'my organisation' status. The name you provide the organisation will appear on all invoices.
- If you are unsure of your ABN search at the business group.
- Enter your ACN or Incorporation Number. If you are unsure of your ACN or Incorporation Number, you can check your Incorporation/Trading details from the 'my organisation' status.
- Only one Account can be registered to the ABN you have entered and you can request to be listed as a contact person by returning to and modifying the 'my organisation' status.
- Enter your GST Status if required. Please 'next' to continue.

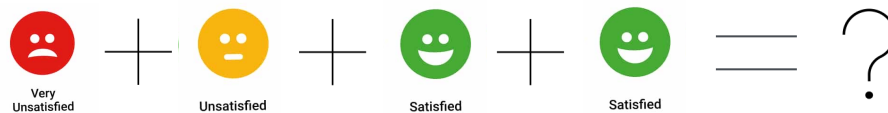


How would you rate your overall satisfaction with our service?



# 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?

New Account

1 Account Details 2 Street Address 3 Mailing Address 4 Contact Details 5 Relationships 6 Summary

← Back Next → Exit

Organisation Details Help

ABIN:  Get Name

\* Legal Organisation Name:

Additional Name:

Additional Name 2:

Additional Name 3:

ACN:

Trading Name:

Incorporation Number:

GST Details

Goods and Services Tax (GST): Registered from July 2009

Your current GST status:  (If your registration status has changed from the above)

Currently registered

Account details

- If you have an ABN (Australia Number), enter the number in
- Enter your organisation's ABN name button to obtain the on registered name. The name you populate the organisation name (if applicable).
- If you are unsure of your ABN search at [abr.business.gov.au](http://abr.business.gov.au)
- Enter your ACN or Incorporate ACN is listed on the ABN we can check your incorporation Trading website [www.fairtradi](http://www.fairtradi) a charity or association form
- Only one Account can be reg the ABN you have entered is you can request to be limited contact person by returning to and following the Link to exit instructions
- Enter your GST Status if req
- Press 'next' to continue





# 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/>