

Proving the Formula: $f(\text{Best CX}) = \text{Best EX}$



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JON TERWILLIGER,
Program Manager

Challenge

The City of San Diego believes that the best customer experience is provided by staff that have the best employee experience. With 1.4 million residents who speak more than 100 languages, San Diego is rated as one of the most innovative cities in the world. For the Performance Analytics department, known as “Team Panda,” the focus is very simple: to simplify the customer experience, champion data, inform decision-making, and promote a culture of continuous improvement and accountability. The city previously conducted biannual employee satisfaction surveys and resident satisfaction surveys, which proved to be too infrequent, siloed, and did not empower city leaders. As they increasingly moved services online, feedback from their website became more important, but they were getting minimal user experience and feedback with their prior approach.

Solution

The City of San Diego began using Medallia to connect the employee experience with the customer experience. They are now able to administer surveys more

frequently to quickly act on insights and measure impact, while leveraging feeded surveys to personalize the survey experience. With more robust data, using Text Analytics and digital solutions, they can measure the customer experience to ensure the website experiences, content, and services are meeting customer needs. They are also now able to connect surveys to Salesforce cases to enhance the feedback loop and collect feedback on the service delivery.

Results

Department leaders are now empowered to engage with response data through direct dashboard access. All of the deep insights from having customer and employee experience data living under one roof has given them data to prove that employee happiness plays a significant role in how well they deliver services. **Team members are using response data as an organizational culture accelerator** which enables them to do early interventions and course-corrections to prevent employee attrition.