

## Implementing government customer experience and employee experience to improve mission and service delivery

December 13, 2021, was a momentous day for the U.S. Government and the people it serves; customer experience is now an executive order. Executive order 14508 ensures customer experience is no longer a nice-to-have but a must-have for U.S. federal government agencies. The executive order creates a focus on necessary actions for “modernizing programs, reducing administrative burdens, and piloting new online tools and technologies that can provide a simple, seamless, and secure customer experience.” Elevating these actions with an executive order means additional visibility, support, and accountability for federal agency leaders. It will also allow leaders and their teams to work with more confidence to reimagine how to better support federal employees and all the people it serves.

Simple, secure, and seamless delivery of services are foundational to a great customer experience and rebuilding trust in government. Customer and employee experience in public agencies is not a new idea. Over the years, many government employees have focused on customer experience because they care deeply about helping people. Unfortunately, systemic problems have hindered employees from scaling great experiences, either tactically or strategically. Because of the current organizational design of government, silos of excellence exist in government. With the executive order, agencies can now break down those silos by implementing customer and employee experience methods to provide simple, secure, and seamless experiences.

### The future of customer and employee experience is bright

The current Executive Order establishes the President’s expectations based in industry best practices and sets realistic and attainable goals. With this new framework rooted in customer experience methods, agency leaders will have the ability to accelerate modernization to achieve mission success.

On **March 28, 2022**, President Biden furthered the Executive Order 14508 by **providing budget** for:

- Improving the service design, digital products, and customer experience management of federal HISPs.
- Designing, building and managing government service delivery for key life experiences that reach across federal agencies.

### The three priorities of the PMA executive order

#### Strengthening and empowering the Federal workforce

- Attract and hire the most qualified employees, who reflect the diversity of our country, in the right roles across the Federal Government
- Make every Federal job a good job, where all employees are engaged, supported, heard, and empowered, with opportunities to learn, grow, join a union and have an effective voice in their workplaces through their union, and thrive throughout their careers
- Reimagine and build a roadmap to the future of Federal work informed by lessons from the pandemic and nationwide workforce and workplace trends

#### Delivering excellent, equitable, and secure Federal services and customer experience

- Improve the service design, digital products, and customer-experience management of Federal High-Impact Service Provider (HISP) by reducing customer burden, addressing inequities, and streamlining processes
- Design, build, and manage Government service delivery for key life experiences that cut across Federal agencies
- Identify and prioritize the development of Federal shared products, services, and standards that enable simple, seamless and secure customer experiences across HISPs.

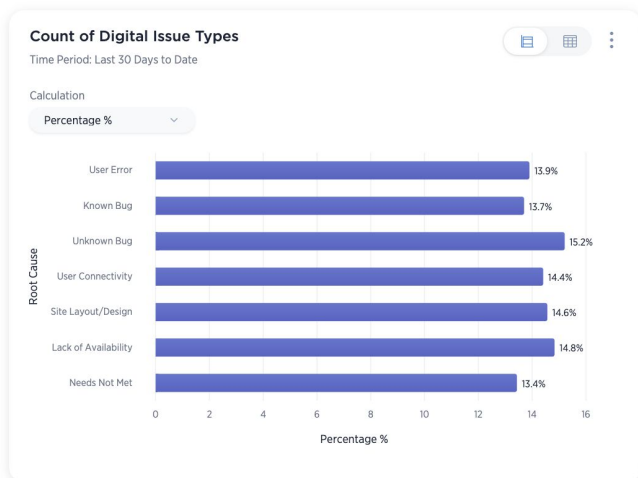
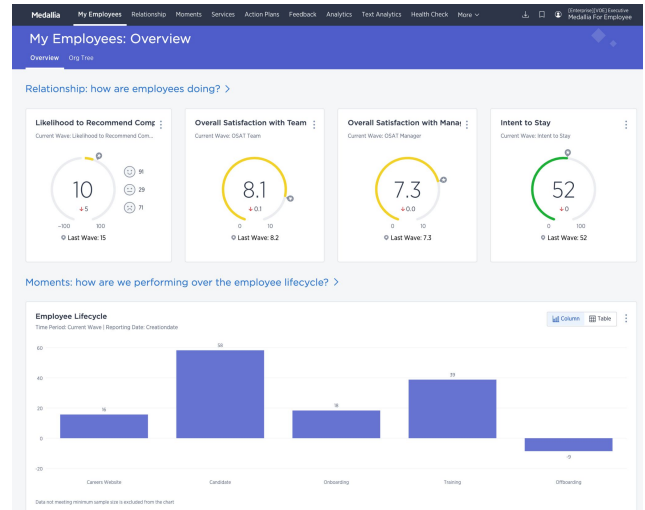
#### Managing the business of Government to Build Back Better

- Foster lasting improvements in the Federal acquisition system to strengthen the U.S. domestic manufacturing base, support American workers, lead by example toward sustainable climate solutions, and create opportunities for underserved communities
- Build capacity in Federal financial management and through Federal financial assistance to catalyze American industrial strategy, address climate-related risks, and deliver equitable results

# Everything you need in one platform

## Strengthening and empowering the Federal workforce

- How employees connect and serve one another is what makes or breaks good, public-facing customer experiences. Medallia's solutions improve the employee experience, from frontlines to senior leadership:
- Enable leaders at every level to gather and act on employee feedback in the daily workflow and automatically alert leaders with AI-powered insights to enable quick action.
- Create an inclusive environment where employees are valued for their ideas and contributions.
- Innovate with a talented federal workforce by co-designing and co-creating with all employees.
- Embed easy and intuitive feedback in the recruit to hire journey, allowing two-way automated manual communication keeps potential recruits engaged and hiring managers aware of abandonment.

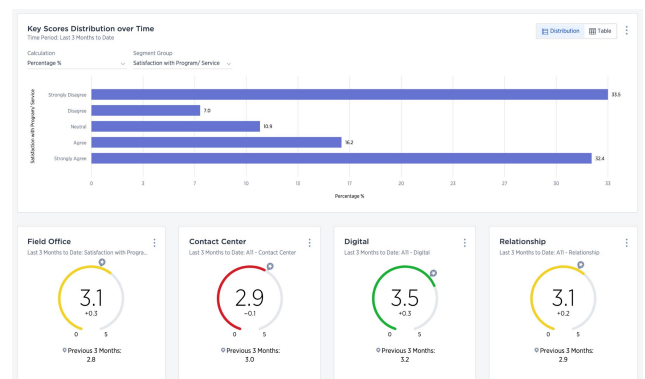


## Delivering excellent, equitable, and secure Federal services and customer experience

- Design government services around user needs. Collect feedback in real-time to understand progress of the digital modernization efforts.
- Assemble cross-functional teams, and arm them with frequent, real-time app performance data and business analytics.
- Use iterative agile development on physical and digital services to create innovative policies and services.
- Leverage automated workflows to proactively send personalized communications based on certain population segments.
- Utilize real-time insights to validate the program, product, benefit, and service is being provided to ALL people you serve.

## Managing the business of Government to Build Back Better

- Create lasting improvements to strengthen and support American workers, especially with creating opportunities for underserved communities. Medallia's solution can assist by:
- Meeting the employee and customer where they live allows you to understand the state of any chosen metric and take a data-driven and evidence based approach to address the needs of underserved communities.
- Create role-based dashboards and alerts to enable leaders to take swift action on feedback received.
- Focus actions where they matter most by surfacing common topics and themes from open-text responses and analyzing their related sentiment.
- Monitor process effectiveness by capturing feedback and analyzing trends to improve responses to challenges that arise.



# Why Medallia?



## Most Trusted Platform

By capturing the voice of the customer, organizations can increase engagement and build trust. Those efforts helped increase the Veterans Affairs trust score in healthcare among veterans to 90%.



## Holistic and Scalable Approach

Recognized for its enterprise scale and flexibility, Medallia's platform supports organizations through any stage of their customer experience journey.



## Intelligent Data Capture

Medallia combines experience signals and operational data utilizing award winning analytics to provide a rich context of how, when, and where to drive ongoing improvements.



## Widespread Action

Tailored, role-relevant insights is delivered in real-time to engage and empower the right employees across the entire organization to take action and drive change.

## Security is our highest priority

As the market leader in Customer Experience Management (CEM), we are trusted by the world's most revered companies to handle their data.

We know how critical data security is to our customers, so we make our entire suite of privacy and security measures available to customers, including premium features such as Masking and Field-Level Encryption.

Learn more about our data security and compliance at [medallia.com/security](https://www.medallia.com/security)



**Meet with a Medallia Expert** →

### About Medallia

Medallia is the pioneer and market leader in Experience Management. Medallia's FedRAMP High authorized and award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees, and citizens. Medallia captures experience signals created on daily journeys in person, digital and IoT interactions and applies proprietary AI technology to reveal personalized and predictive insights that can drive action with tremendous business results. Using Medallia Experience Cloud, government organizations can optimize agency-to-public interactions, improve service delivery, and at the highest level of security required. [www.medallia.com](https://www.medallia.com)

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