DICIPLINES THAT SUPPORT CUSTOMER EXPERIENCE

If You Work In These Areas, You're Already Supporting Better CX

Many professional disciplines contribute to customer experience. If you've worked in any of these areas, you're already part of building a customer-centered culture in Washington State.

Discipline	Focus	Relation to CX	Typical Activities
Customer Service	Direct, person-to-person support that resolves immediate customer needs.	Plays a critical role in shaping how people perceive and trust a service or agency.	Interviewing, observation, collecting and logging customer feedback, identifying trends and pain points
Service Design (SD)	The full-service ecosystem – people, processes, and systems.	Ensures front-end and back-end experiences work together seamlessly.	Journey mapping, service blueprints, process redesign, internal team alignment.
User Experience (UE)	How a person feels using a product or service.	Improves specific interactions (often digital) to be clear, usable, and satisfying.	User research, usability testing, wireframes
User Interface (UI)	The visual and interactive elements of a service.	Makes tasks visually intuitive and accessible.	Interface design, visual prototyping, accessibility updates.
Human-Centered Design (HCD)	Designing with user needs, behaviors, and feedback at the center.	Keeps the customer involved from start to finish, using real-world insight to improve outcomes.	Empathy interviews, co-creation workshops, testing prototypes.

How to Build on Your Strengths

- **Customer Service?** Start gathering common pain points and sharing them with designers or policy teams.

- **UX/UI?** Collaborate more with service delivery teams to understand the full end-to-end journey.

- **Service Design?** Bring in feedback from real users earlier and more often.

- **HCD?** Support others to practice empathy and co-creation, even outside traditional design roles.

" CX Isn't a New Job – It's How We All Contribute to Public Service. "

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