WHAT IS CUSTOMER EXPERIENCE IN WASHINGTON STATE?

Who Is A Customer?

Customers are anyone who interacts with a state program or service—residents, businesses, organizations, or staff. In simple terms: those we serve, and those who serve.

> **Customer experience doesn't start at the front counter—IT STARTS INSIDE. How leaders support staff, and how managers treat their teams, directly shapes the experience we deliver to the public. – Jesse Jones**

CX Means Designing Services WITH the People Who Use and Deliver Them

Customer experience (CX) is a shared mindset that spans programs, roles, and agencies. Whether designing a service, writing a policy, or answering a phone call, we all shape how government feels to the people we serve.

➢ **Start with Listening**
We begin with the voices of customers and staff to ensure solutions are practical and grounded in real needs.

➢ **Prototype and Test for Usability**
Early testing helps us improve usability and avoid costly missteps.

➢ **Ensure Accessibility for All**
Removing physical, digital, and process barriers makes services usable by everyone.

➢ **Design for Equity**
Services should work for those who need them most. Equity-centered design helps us close access gaps.

➢ **Evaluate and Evolve**
Ongoing customer feedback and measuring customer satisfaction help us improve over time and build public trust.

CX isn't new—many agencies are already applying these principles. What's new is a statewide push, through Executive Order [XXXX], to make it easier for residents to access public services and information.

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