

WHY CUSTOMER EXPERIENCE MATTERS IN WASHINGTON STATE

“ Customer Experience isn’t the next big thing - it’s an evolution of how state government delivers value to the people it serves. ”

People-Centered Services Build Trust, Equity, and are Our Civic Responsibility

Improving the lives of Washington residents through *remarkable service delivery* is a core priority. Every interaction, positive or negative, with government is a chance to:

- **Build public trust**
- **Demonstrate fairness and respect**
- **Deliver on our commitments—efficiently, securely, and with empathy**

A thriving Washington state government depends on how people *experience* government. Centering customers in our services helps us:

- **Strengthen civic engagement**
- **Remove barriers and promote equity**
- **Ensure everyone, can access what they need—when & how they need it**

Today’s residents expect government services to be:

- **Easy to navigate and accessible**— whether online, by phone, or in person
- **Timely and reliable** – receiving consistent service without prolonged delays
- **Responsive and respectful** – especially as trust in government is at historic lows

Modern tools, service design principles, and listening to our customers creates powerful opportunities to: **Improve access and satisfaction, and make government feel seamless and human.**

Whether you’re on the frontlines or behind the scenes...CX means less frustration and more impact!

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| • Every role – from front-line to back office – helps build the trust and fairness people expect from public services | ▪ Better decisions – Customer feedback guides smarter policies and services |
| • More impact – You help people get what they need faster, especially those facing barriers | ▪ Pride in service – You are part of something bigger: creating a more equitable, respectful, and human government |
| • Stronger trust – You become part of a government that delivers on its promises | • Less frustration – Clearer processes; reduced complaints, confusion, and re-work |