CUSTOMER EXPERIENCE STARTS WITH YOU – AND WITH US!

Shaping a Culture of Service - Wherever You Work

Customer experience (CX) in government is more than a mindset—it's a cultural shift. No matter your role, you shape how we serve. Even within rules and processes, there's always room to lead with empathy, improve what you can, and help shift the culture from the ground up.

CX isn't one person's job – it's how we show up for each other. You don't need permission to make someone's experience better. Whether simplifying a form, explaining a confusing step, or simply listening with empathy – you shape what public service feels like, every day.

Four Ways to Build a Culture of CX – Wherever You Work

1. **Start small and learn fast.** You don't have to overhaul everything. Try a small improvement in a form, a step, or a handoff. Watch how it helps. Share what works. That's how change spreads. For example:
- Simplifying a script to make it easier to understand
- Asking a clarifying question before giving a standard answer
- Flagging a step that causes repeated confusion.

2. Listen with intention. Customer experience starts with empathy. Talk to real customers when you can. If you can't, ask those who do. What are people frustrated by? What's helping them feel respected? For example:
- Sharing common questions or pain points with your team
- Listening for emotion, not just issues
- Saying, "what would make this easier for you today?"

3. Bring empathy to the rules. You might not control the rules – but you control how people experience them. Be clear, be kind, and look for ways to reduce stress or confusion in the moment. For example:
- Using plain language instead of acronyms
- Offering a calm explanation when people are upset
- Saying "I know this process can be frustrating– let me walk you through it

4. Improve together. Culture shifts when we learn and grow together. If you see something that's not working, say so. If a colleague tries something new, celebrate it. CX grows where people support each other. For example:
- Sharing feedback with your supervisor about common pain points
- Asking, "Is there a better way we could do this together?"
- Participating in improvement huddles or cross-team chats