

WHAT WE'VE DONE SO FAR...

- ✓ **Chartered a CX Council** – The CX Council serves as the governing body for efforts across the agency to improve customer experience (CX). It is currently comprised of senior level managers from OEI/OARM/OCFO/OCSP/OECA and our lead Region.
- ✓ **Completed a CX Champion Pilot** – This pilot helped OEI better define the role of a Customer Experience champion and identify best customer experience (CX) practices. Members included employees from Regions 6 and 8, and the following program offices: OLEM, OECA, OEI, OCFO, and OARM. Accomplishments included a CX Action Tracker (see below) and more storage for voicemail.
- ✓ **Conducted 20 IT/IM Town Halls** – OEI organized town halls with OARM and OCFO participation with interested program offices and regions to gather information related to employees' experiences with the delivery of IT/IM services. OEI also led two additional town halls: one on IT/IM Security and the other with the National Partnership Council Executive Board representing the agency's Unions.
- ✓ **Developed a CX Website** – this new agency intranet website is the primary location for all CX information in the agency. Employees can learn more about the CX program including why CX makes sense for EPA's employee-facing programs, how OEI is tracking customer feedback and how CX Teams are changing the agency's culture.
- ✓ **Created the CX Action Tracker** – This tracker incorporates all issues captured during the IT/IM Town Halls along with other sources of customer concerns in one database. All agency employees can access the CX Action Tracker on the CX Website to see customer inquiries and OEI responses. Currently, the tracker has more than 300 entries and enables identification and analysis of important themes and issues.
- ✓ **Established a CX Mailbox** – Customers can send their IT/IM experiences, concerns and needs directly to the CX Team for action through this shared mailbox. The CX shared email box does not replace existing help desk offerings from OEI, OARM, and OCFO.
- ✓ **Created a Customer Feedback Process** – Each customer inquiry is added to the CX Action Tracker, thoroughly investigated by an OEI Subject Matter Expert (SME) and a timely response generated – if solutions take more time, we keep the customer informed.
- ✓ **Designed the IT GreenPages** – This SharePoint-based, comprehensive and searchable directory allows our customers easy access to all of OEI's programs/tools/services. Includes web links and points of contact. A one stop shop for all OEI activities.

- ✓ **Identified CX Performance Measures** – OEI has identified perception and Operational CX performance metrics. These metrics will ensure that the CX program is systematically measuring customer experience data, making proposals for improvements and demonstrating change.
- ✓ **Offered CX Training** – Through EPA University, OEI has identified a set of on-line introductory courses for those employees interested in learning more about CX. Employees can receive a CX training certificate if they complete all courses.
- ✓ **Started an EPA CX Community of Practice** – All employees who are interested in learning about CX are encouraged to join the Community of Practice. Goals include promoting a culture of CX across EPA, providing participants with the skills and knowledge to take CX principles, tools and techniques back to their organizations, collaborating on shared CX challenges and developing innovative and extensible solutions expand beyond IT/IM and developing an agency cadre of customer experience professionals.
- ✓ **Launched the Federal Internal Customer Experience (FICX) Group** – This internally-focused federal-wide CX Group for Federal Agencies and Departments offers a network for information and solutions around common Customer Experience issues. The FICX met twice in 2017 with attendees from both inside and outside EPA. At present, the FICX consists of 43 members from across 18 different Agencies and Departments, as well as members from Agriculture Canada.
- ✓ **OCFO and OARM Stakeholder & Technical User Groups (TUGS)** – Monthly Stakeholder Meetings facilitate an effective communication forum that allows system stakeholders to receive updates regarding important information and to provide OCFO and OARM regular opportunities to receive crucial user feedback pertaining to system issues. OCFO stakeholders also vote and prioritize Change Requests (CRs) and Defects. OCFO also created a Stakeholder User Group SharePoint site where users can review upcoming meetings and due dates as well as view CR and Defect voting results, meeting agendas, presentations, and meeting minutes.

Customer Experience Survey

To help us better understand employees' needs, expectations and pain points, OEI sent a short, 5-7 minute, anonymous survey to approximately 8,000 agency employees in December 2017 and received nearly 1,000 responses. We will use the results to establish a baseline performance metric in customer experience for ourselves, as well as use it to target and prioritize improvements that benefit our customers.



ACTIONS WE ARE STUDYING/TAKING TO IMPROVE THE CUSTOMER EXPERIENCE

- ❖ Create CX Champions within program offices and regions – ask them to form a self-directed workgroup that identifies and addresses needed changes.
- ❖ Survey customers to chart progress and identify issues.
- ❖ Establish a baseline and track CX Performance (perception) metrics and Operational metrics. (Long-term goal: an “outcome-based” metric.)
- ❖ Conduct “single issue” IT/IM Town Halls across EPA with the appropriate service provider to identify 1-3 improvements in that service or area. (This may be what the Champions work on.)
- ❖ Conduct EPA CX Community of Practice Meetings to spread adoption and sharing of CX and CX tools/techniques outside of EPA technology community.
- ❖ Conduct Federal Internal Customer Experience Meetings (FICX) with other agencies to share lessons learned.
- ❖ Conduct CX Council Meetings to govern the CX program.
- ❖ Develop a CX Training Curriculum on Persona Development and Journey Mapping and conduct 2 trainings.
- ❖ Establish a CX Award Program to drive IT/IM service provider culture change.

- ❖ Send out a reminder to OEI-all about free, curated set of CX training available to all in Skillport
- ❖ Introduce EPA's IT/IM services, where to get more help, and promote IT/IM training at all new agency employee orientations.
- ❖ Partner with the agile development team to introduce agile AND customer involvement in all new IT/IM development efforts across the Agency.
- ❖ Market and promote our IT GreenPages to establish a tighter relationship between OEI service providers and their customers.