HighPoint's Citizen Experience (CX) Maturity Model

You Can eleVate The Citizen Experience™ to a Golden Standard of Service

Today's citizens want to choose their path to public services using websites, mobile apps, phones, help desks and social media.

Citizen Experience (CX) is the holistic perception created by the citizens' every direct and indirect interaction with the government. Your agency's path to greater success begins with improving the experience. We can help you identify where your agency stands on the path and guide you to better CX.

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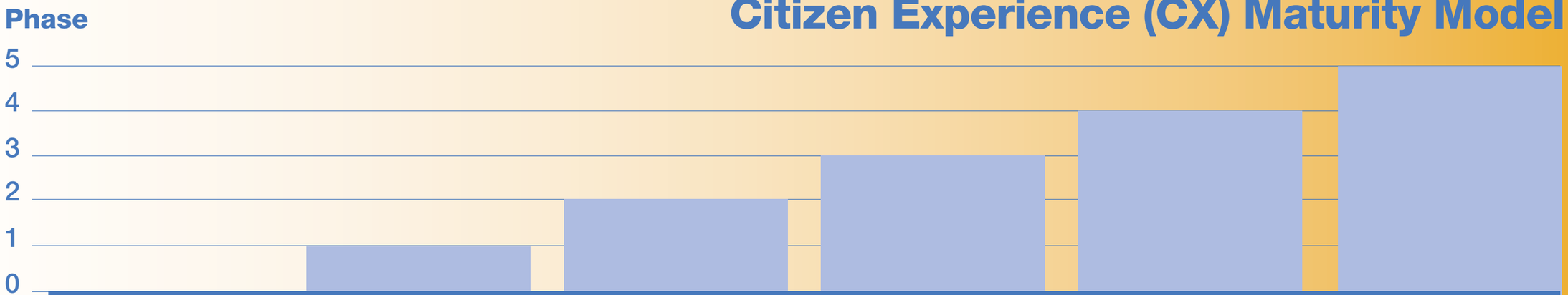
eleVate
The Citizen Experience

Citizen Experience (CX) Maturity Model



	Ad Hoc	Understanding	Optimization	Integration	Transformation	Connection
Focus	None	Organizational	Channel	Cross-Channel	Organizational	Cross-Agency
People	Little recognition of people and culture; leadership unaware and disengaged; leadership unaware of need for CX	Awareness of importance of CX, high-level vision, general clarity on citizen needs/ wants; emerging leadership, commitment to change	Local/isolated service cultures, emerging champion leaders, clarity on customer journey, needs/wants for individual channels defined	Cultural change plans to align HR systems developed and HR systems support cross-channel change; leadership and employee engagement across channels	Mission, vision, values aligned to systems, processes and tools across the organization; all levels engaged and committed to citizen-centered service culture	Values and systems aligned to collaborating across agencies; proactive leadership seeks to make cross-agency partnerships
Process	No formal processes or CX strategy	High-level CX strategy demonstrating awareness and identifying pilots for optimization of CX	Implementing business processes, quality processes, KPIs and CX measures on individual channels	Processes replicated within and across multi-channels and processes established at interfaces to ensure seamless citizen experience	Processes are "automatic" but are also subject to continuous improvement and innovation	Processes replicated across agencies and established interfaces to ensure seamless experience
Technology	No formal technology strategy or execution on technology investments	Basic technology tools, no formal infrastructure and standards to measure CX	Standards defined and technology implemented to optimize experience and analytics within individual channels	Technologies implemented to ensure cross-channel integration and data analytics	Technologies support and align the culture of organization with a citizen-centric focus	Technology allows seamless exchange of information and communication across agencies and channels enables broader data analytics
Analytics	No or limited focus on data collection and analysis	Data is inconsistent, poor quality, poorly organized	Data is usable but in functional or process silos; limited analysis done	Beginning to create centralized data repository to identify trends	Data is integrated, accurate, and common in central warehouse viewable by stakeholders	Relentless search for new data and metrics to improve CX
Reporting	Limited reporting	Provided only when requested and limited to basic data	Operational reporting for measurement of efficiency and compliance, development of data dictionary	Operational reporting for benchmarking and decision making, multi-dimensional analysis and dashboards	Strategic reporting, segmentation, statistical analysis and people models enable insights into root causes	Development of predictive models, scenario planning, risk analysis and mitigation, integration with strategic plan

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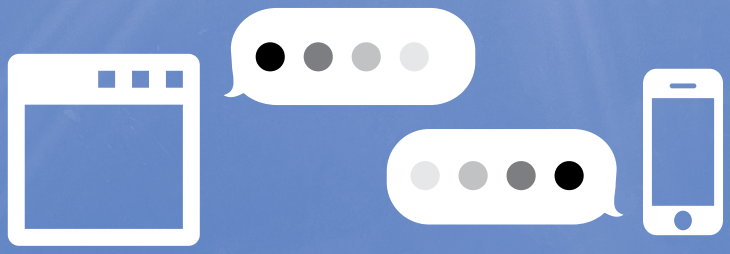
We help government improve the way it communicates with citizens.



To learn more or to download our CX white paper, go to www.highpointelevate.com

HighPoint Delivers Outcomes to Improve CX

Improve CSAT scores at multi-channel touchpoints with modernization of customer service tools, development of performance improvement and optimization plans with tactical execution

Reduce training time with in-depth customer service representative (CSR) training and ongoing process improvements

Improve citizen satisfaction through continuous improvement of content development and scripting based on citizen feedback cycles

Identify citizen experience issues in real-time using existing IT infrastructure, technology tools, social media monitoring and robust telephony systems

Identify spikes and changes in citizen sentiment quickly with rich data analytics on speech, voice of the customer and text

Ensure proven program and project management for a well-run contact service center, user experience on a website or citizen experience on mobile app

Improve culture through strategic organizational change

Increase citizen trust in government

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