



# SUMMER

## of CX webinar series

Customer Experience

Principles to Improve CX

July 15

CX Metrics for Decision Making

Aug 6

Improving CX for Benefit Access

Aug 14

GEORGETOWN  
UNIVERSITY

beeckcenter  
social impact + innovation

Digital Benefits  
NETWORK



Principles  
to  
Improve  
CX

# SUMMER

of **CX** webinar  
series

Customer Experience

Mai Do  
California EDD

Brett Gleason  
Michigan UIA

Rachael Carson  
Civilla

July 15, 2024

GEORGETOWN  
UNIVERSITY

beeckcenter  
social impact + innovation

Digital Benefits  
NETWORK

The Digital Benefits Network supports government in delivering public benefits services and technology that are accessible, effective, and equitable in order to ultimately increase economic opportunity.

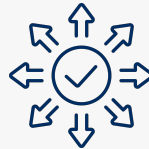
SNAP | WIC | Medicaid/CHIP | TANF | Basic Income | UI | Child Care



Ecosystem  
Coordination



Curation of  
Info & Tools



Actionable Research  
& Resources



Peer Communities  
of Practice



Learning &  
Futures

# Webinar Community Norms

**Please note this event  
will be recorded.**

(Transcription and slides will be  
available)

**Use raise hand function to  
ask questions during Q&A  
or drop them in the chat.**

**Please stay on mute  
unless you're presenting  
or asking a question  
during Q&A.**

**Be kind in the chat and  
respectful in your  
communication.**

**Join the Digital Benefits  
Network!**

Follow: @BeeckDBN  
LinkedIn: DigitalBenefitsNetwork  
Subscribe: <https://bit.ly/3VU446Z>



# Why Focus on Customer Experience in Digital Benefits Delivery?

*“Customer experience is a function of expectations compared with a lived experience. Our research finds when a customer’s experience (as a constituent, business, or another government agency) utilizing state services meets or exceeds expectations, it can boost trust in government, improve morale among the civil services, diminish negative media coverage, and lower costs for government agencies.”*

- **McKinsey, Governments can deliver exceptional customer experiences—here’s how**

# Executive Level Attention to CX and Service Delivery



Administration

DECEMBER 13, 2021

## Executive Order on Transforming Federal Customer Experience and Service Delivery to Rebuild Trust in Government



▶ BRIEFING ROOM

▶ PRESIDENTIAL ACTIONS

# Executive Order Directives

***“Government must be held accountable for designing and delivering services with a focus on the actual experience of the people whom it is meant to serve.”***

***“Every interaction should be seen as an opportunity for the Government to save an individual’s time (and thus reduce “time taxes”) and to deliver the level of service that the public expects and deserves.”***

***“Federal Government’s management of its customer experience and service delivery should be driven fundamentally by the voice of the customer through human-centered design methodologies; empirical customer research; an understanding of behavioral science and user testing, especially for digital services; and other mechanisms of engagement.”***

# President's Management Agenda Priority #2

CX Home

## Federal Customer Experience

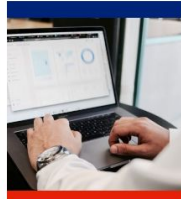
*Transforming the way government serves the public*

We're on a mission to deliver a simple, seamless, and secure customer experience, on par with or better than leading consumer experiences



### Executive Order on CX

Learn more about EO 14058



### High Impact Service Providers

See the providers and feedback data



### Government-wide CX Efforts

Learn about the Life Experience projects



CX HISPs

## High Impact Service Providers

*We're working with 38 of the nation's highest impact service providers to raise the standard of government service delivery*

High Impact Service Providers (HISPs) are selected due to the scale and critical nature of their publically, HISP teams conduct comprehensive assessments of their high-impact services, measure experience maturity, and identify actions to improve service delivery.

[Browse Service Providers](#)



**Trust in Major Government Service Providers**  
Go to dashboard



# OMB and GSA CX Efforts

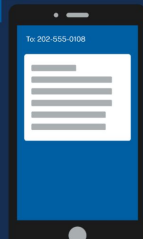


## Reach people where they are with government-powered text messages

Notify.gov is a text message service that helps federal, state, local, tribal and territorial governments more effectively communicate with the people they serve.

Sign in with LOGIN.GOV if you are an existing pilot partner

Currently we are only working with select pilot partners. If you are interested in using Notify.gov in the future, please contact [tts-benefits-studio@gsa.gov](mailto:tts-benefits-studio@gsa.gov) to learn more.



### OUR SERVICES

Do you have a complex challenge?

### OUR SERVICES

The Lab is a team of designers with diverse backgrounds that helps our partners address complex challenges. Across all of our services, we strive to build human-centered design capacity across the federal government.

# Federal Agency Response to CX Executive Order



## Welcome to the Customer Experience Toolkit!

The Customer Experience Toolkit, co-designed with USDA staff members, is a knowledge base to inform and build customer experience capacity at USDA. Select a topic below and click through to learn more and utilize the templates and additional resources.

An official website of the United States government. [Here's how you know.](#)  
U.S. DEPARTMENT OF LABOR

Employment and Training Administration

PROGRAM AREAS ▾ POLICY AND DIRECTIVES ▾ RESOURCES ▾ NEWS ▾ ABOUT ▾ CONTACT US ▾

ETA > Unemployment Insurance Modernization > Customer Experience

### Customer Experience

**Effective Customer Experience (CX) in the digital unemployment insurance context is about much more than providing claimants with an enjoyable experience** – often, it can make the difference between a claimant being able to successfully complete an application or not. In short, good CX can result in well-informed claimants, a higher number of accurate and complete filings, increased claimant trust in UI programs, and reduced administrative burden for states.

We've gathered the following resources and best practices for your state to use as you work to improve your CX. If you have questions, please don't hesitate to reach out to us – we'd love to hear from you. And if you have recommendations for future resources, please let us know.

FACING A FINANCIAL SHOCK

## Improving Access to Public Benefits and Customer Experience

### Key Actions and Best Practices

**THE CHALLENGE**

Financial shocks – such as an unexpected medical bill, sudden loss of income, a rise in rent or loan coming due – are common in the United States, and low- and moderate-income households often have greater difficulty weathering these shocks.<sup>1</sup> Current public benefits programs provide essential support to millions of households struggling to achieve financial stability.<sup>2</sup> Yet many eligible households facing a financial shock have difficulty accessing public benefits, potentially leaving them without health, nutrition, and other critical supports.<sup>3</sup> Households accessing benefits can waste countless hours navigating what is often a tangled web of information about available services and complex and burdensome application processes.<sup>4</sup> Addressing these problems requires working across government and sectors toward an integrated, secure, human-centered approach to benefits access that also strengthens program integrity.<sup>5</sup>

**HOW WE WILL GET THERE**

Comprehensive and sustained improvement in benefits access and customer experience requires changes across policy, operations, technology, staffing, procurement, and more. Across numerous Federal agencies and programs, states, and localities, successful improvements have often been built upon key actions and practices. Not every action or practice applies to every program or location, nor is it necessary to combine all of them at once to achieve real improvement. Rather, the following actions and practices provide a general starting point for improving benefits access and customer experience, and identifying areas for next-level improvements across programs. This list is not intended as a substitute for specific actions that may be required of states, but to identify broader areas that may encompass required actions. All of these actions and practices are subject to statutory, legal, and policy requirements and availability of funding.

# USDOL CX Principles



**Understand pain points**



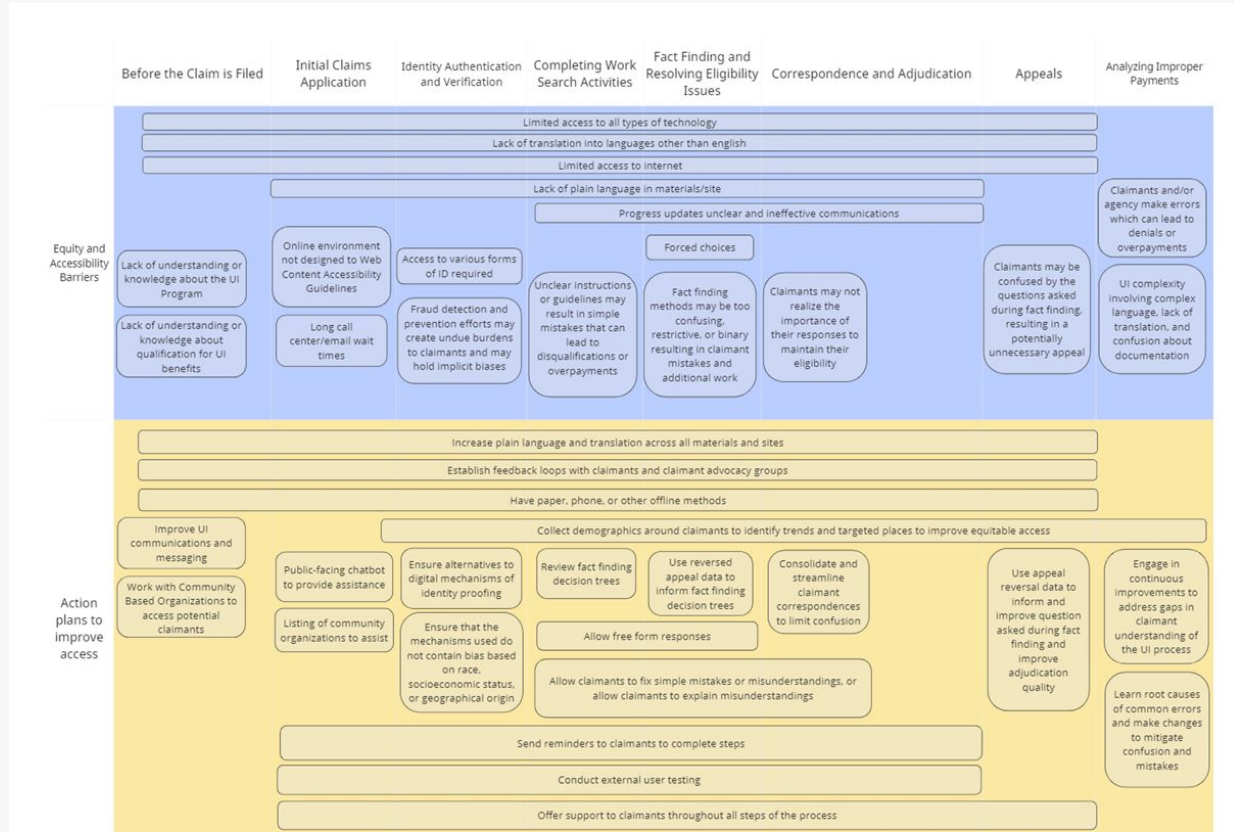
**Create feedback loops**



**Define and measure CX**



# Journey Map Example from USDOL UIPL 01-24: Equitable Access to UI



# USDOL CX Focus Areas Examples



**Mobile  
usability**



**508 + WCAG  
website  
standards**



**Non digital  
support  
when  
needed**



**Plain  
Language &  
language  
access**



**Promote  
effective  
navigation &  
wayfinding**



# Organizations Helping Bring Attention and Resources to State Customer Experience Work

This screenshot shows the 'Our Contributors' section of the Digital Benefits Hub website. The page features a dark blue header with the site logo and navigation links. Below the header, a sub-header reads 'Our Contributors' with a brief description: 'Learn more about the organizations that help build our library of content.' The main content area is a grid of six contributor cards, each with a logo, name, and a 'Learn more' link.

- APHSA** (American Public Human Services Association)
- FINANCIAL SECURITY PROGRAM** (Aspen Institute)
- Beeck Center for Social Impact + Innovation** (Georgetown University)
- Center on Budget and Policy Priorities**
- CODE for AMERICA**

This screenshot shows the 'Human-Centered Design' topic page on the Digital Benefits Hub. The page has a dark blue header with the site logo and navigation. The main content area is white and features a large heart-shaped graphic composed of horizontal bars in various colors (blue, green, orange, red) and symbols (percentages, equals signs, less-than signs, etc.). The text on the page includes the title 'Human-Centered Design', the subtitle 'Putting people first', and a short paragraph explaining the concept. A green 'EXPLORE' button is located below the text.

## Human-Centered Design

Putting people first

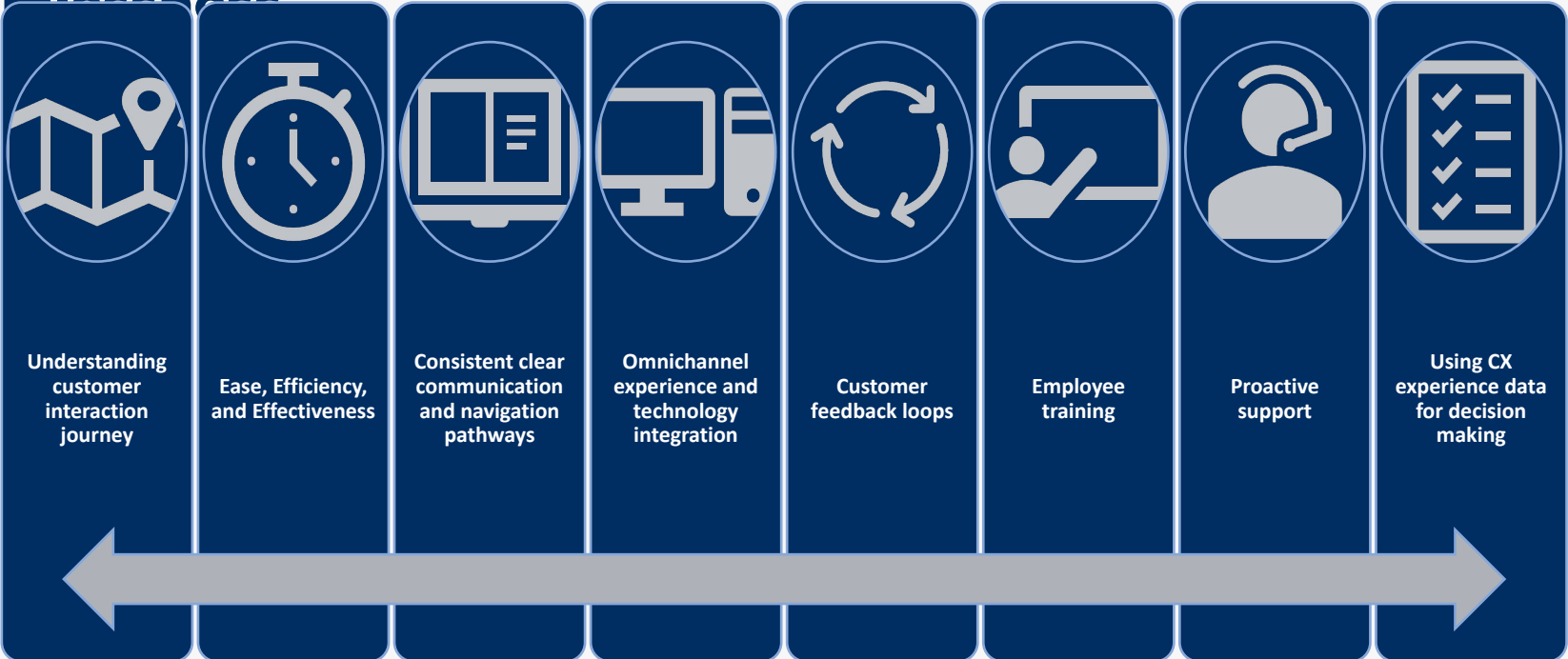
Human-centered design helps the public sector deliver services that work for everyone.

[EXPLORE](#)

From principle to practice.

Human-centered design describes the process of learning about and deeply empathizing with users' lived experiences, needs, and wants through immersive research. It also includes applying that learned information in order to create a better experience; evaluating and continuously iterating through data and ongoing user research; and evolving to better respond to the needs of those who use services.

# CX Principles: Personalization, Consistency, Seamlessness





# Customer Experience in California

July 15, 2024





# For today...

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- What is CX at California's Employment Development Department
- How CX is different than UX
- What we're doing in California
- How it's making a difference



# What is CX at California's EDD

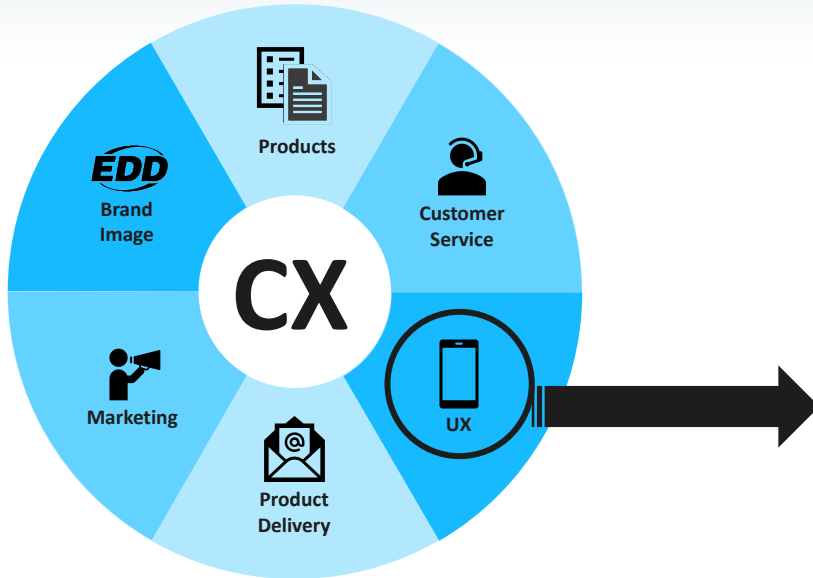
We design with real customer behaviors and motivations in mind, using customer and employee feedback to be more customer-centric in the delivery of our programs and services.

## Vision

- Our customers feel heard and believe their needs are understood by EDD and its employees.
- Our customers can access user-friendly services with self-service options.
- Our customers experience dependable and consistent services every time they interact with us.

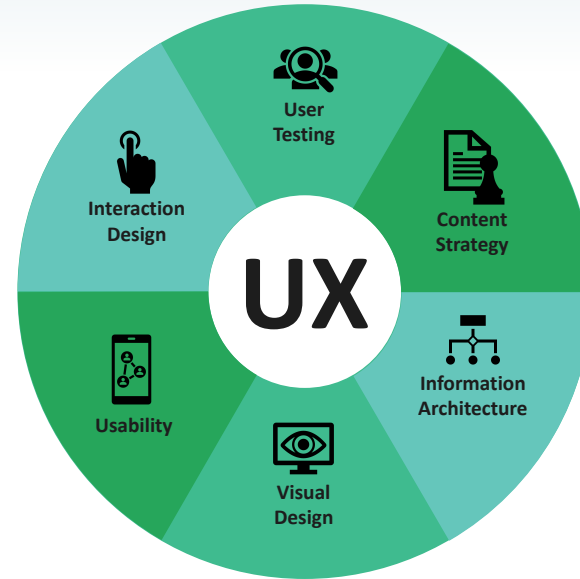


# How CX is different than UX



## Customer Experience (CX)

Focuses on the entire experience with EDD products, services, and interactions.



## User Experience (UX)

Focuses on specific product experiences.



# Who makes up the CX team at California's EDD

Helps create a customer-centric culture, builds consensus across the department, and manages the Voice of the Customer program

Chief  
Experience  
Officer

Manages the EDD's CX program and policies, CX Governance structure and Community of Practices

CX Manager &  
Specialists

Applies CX best practices to modernization projects and department services and works with project managers and program partners to provide CX support

CX Analysts

Supports the CX specialists in projects and develops Voice of the Customer reports



# What is our CX Governance

Honors EDD's customer-centric commitment and focuses modernization efforts on improving the overall customer and employee experience

Decision-making

Aligns and unites enterprise decision making around improving customer interactions, access, and engagement with EDD

Prioritization and resources

Prioritizes operational investments, resources, and technology developments that support CX improvements

Customer-centric culture

Ensures that a strong CX culture is embraced across EDD's programs and services



# What our CX Community of Practice does

Serves as an enterprise forum to develop recommendations and processes to achieve EDD's goals of delivering easy, user-friendly, and reliable services

Vision,  
Outcomes,  
Principles

Defines CX vision, target outcomes, design principles, and roles and responsibilities

Training and  
Metrics

Ensures CX objectives are understood and adopted by employees consistently across the EDD (e.g., enterprise-wide training and metrics for CX improvements)

Feedback  
Loops and  
Prioritization

Establishes processes and recommends policies for CX knowledge-sharing, feedback loops, and enhancement prioritization



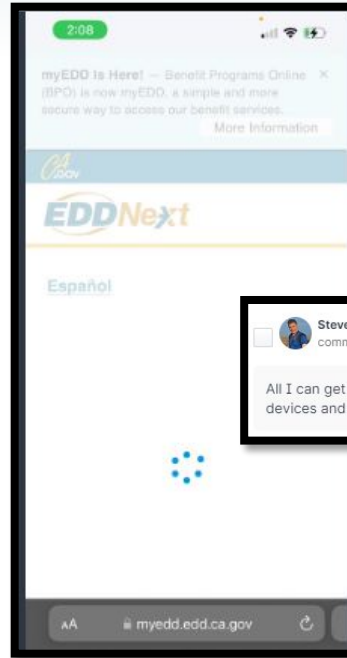
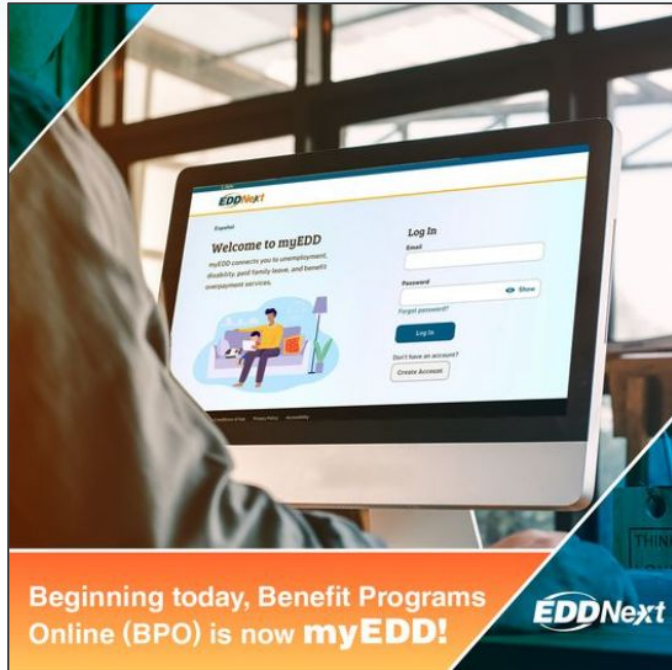
# What is our Voice of the Customer program

A Voice of the Customer (VoC) program:

- **Monitors customer experiences** across the many ways a customer interacts with us (e.g., chat, calls, social media, etc.).
- Provides data to identify customer gaps and pain points to **inform the design and delivery of services**.
- **Collects customer feedback** to better understand their needs and expectations.
- Helps us **improve our services and products, and overall customer satisfaction**.
- **Measures effectiveness** of enhancements.



# Voice of the Customer: myEDD Login





# New Customer Surveys

We've expanded our VoC program to get **customer feedback** with surveys in offices and the EDD website.

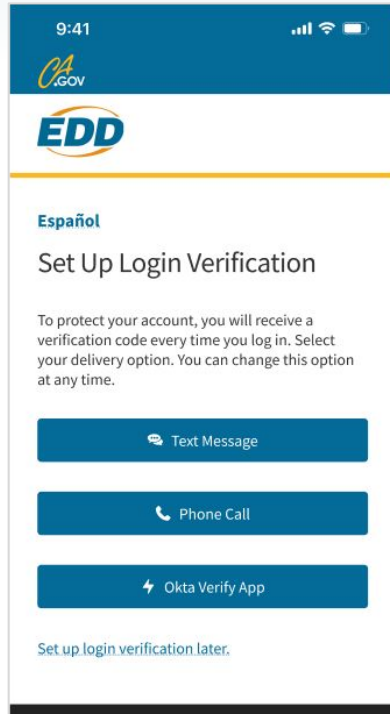
## Survey Goals

To better understand our customers, their needs, and expectations, including:

- Reasons for visiting an office or the website.
- Satisfaction with services and interactions.
- Successes and opportunities for improvements.

The image shows a screenshot of the EDD website. At the top, there is a survey banner with the text "Your Voice Matters! ¡Su opinión importa!" and "Tell us about your EDD office experience / Cuéntenos sobre su experiencia en la oficina del EDD". Below this is a large QR code. To the right of the QR code is a "Scan me / Escanee aquí" button with a smartphone icon. In the top right corner, there are links for "Benefits Login" and "Employer Login". Below the QR code, the address "2099 South State College Boulevard, Suite 401, Anaheim, CA" and the EDD logo are visible. A dark blue banner at the bottom of the screenshot reads "Direct Deposit Now Available" and "Great news! Direct deposit is now available for unemployment, disability, and Paid Family Leave benefits." Below this banner is a "View Payment Options" button. On the far right, there is a vertical "Feedback" button. The background of the bottom part of the screenshot shows a busy highway with many cars.

# How we're using research and testing



## myEDD Login

Most participants did not recognize the Okta Verify app and were unable to successfully locate and download the app to complete enrollment.

## CX/UX Impact to Design

Removed Okta Verify app from list of multi-factor authentication options to meet customer needs and preferences

*“The experience is too complicated, it takes too much time, and now it goes through a 3rd-party app which decreases your security. Instead of sending me a text.”*



# Forms Redesign Research: Benefit Applications

## Objectives

- Improve form and question language to streamline claim processing and improve the customer experience
- Simplify and shorten forms by removing unnecessary content
- Increase efficiencies and reduce the need for manual processing

## Research and Testing

More 4,500 hours and more than 75 participants

- 15 past claimants
- 15 first-time applicants
- 16 advocacy groups
- 6 field offices
- 30+ other EDD employees, including claim filers



# Applying the Recommendations

We used the relevant business rules, legal requirements, and research findings to guide our proposed solutions.

- Removed questions.
- Rewrote the content and defined misunderstood terms, difficult vocabulary and concepts.
- Grouped questions by sections and used descriptive headings.
- Simplified the instructions to be more customer-centric, adding instructions and help text for difficult questions.
- Reformatted response fields to reduce errors.
- Explained why certain questions are asked and how information will be shared.

## Proposed Application Updates

### Unemployment

156 questions and sub-questions or actions to 74

### Disability

46 questions to 30



# Feedback on Draft Application

## Applicants

Applicants had an easier time filling out the application.

*“I thought the application was gonna be much longer. If you have all the information already, it would take 10 minutes, 20 minutes? I feel like it’s a pretty **simple, straightforward overall application** compared to other things I’ve filled out.”*

*“It just **makes it clear** that your eyes go exactly where they need to go, and there’s a bold font too. It’s **not hard to read at all**, which is nice.”*

## Employees

Claim filers felt that applicants would have an easier time and the filing process would be more

*“I think **applicants would be less likely to make mistakes** because the formatting, the words, and everything — they’re easier to understand...Our [existing] application doesn’t really give them anything.”*

*“I appreciate the work that you’re doing. It’s so appreciated. You don’t know. I’ve been hoping, and I still always hope that this program can change for the better, to **make it more user-friendly for the claimant. It’s not about us**.”*

# Key Success Factors for CX

- CX Champion and executive support
- Legislative funding and support
- Voice of the Customer
- Feedback loops for customers and employees
- Vendor support to supplement CX and UX teams



**Thank you**



The EDD is an equal opportunity employer/program.  
Auxiliary aids and services are available upon request to  
individuals with disabilities.





civilla



# principles to improve CX

## Beeck Center Webinar Series

July 15, 2024

Michigan UIA + Civilla

**What work is being  
done in Michigan?**

# **end to end CX**

- **Office renovations**
- **Plain language**
- **Online coaching sessions**
- **New system**

# **our approach**

- **Human Centered Design (HCD)**
- **Inclusive: internal & external stakeholder engagement**
- **Research**
- **Iterative design and testing**

**What are some  
examples of this in  
practice at UIA?**

# the challenge

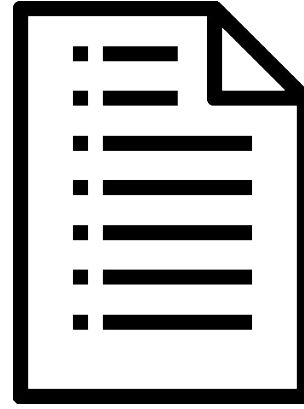
The experience of accessing the unemployment system is complex and time consuming for claimants, employers, and navigators.

# areas of focus

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**website**



**correspondence**

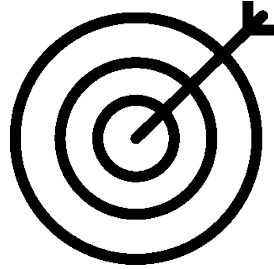
# design principles

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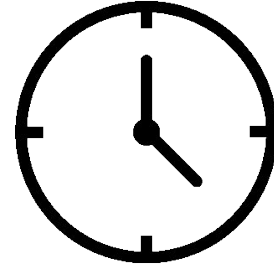
## Simple

Consistent plain language, clear guidance, and visual hierarchy



## Clear Expectations

Help customers know when and how to take action



## Just In Time

Provide information that is most relevant to customers' immediate needs



# website

The collage displays several key pages from the Michigan Department of Economic Opportunity website:

- Top Left:** A navigation bar with links for "LABOR & ECONOMIC OPPORTUNITY", "UNEMPLOYMENT INSURANCE", "JOB TRAINING", "BUSINESS DEVELOPMENT", "WORKING IN MICHIGAN", and "MICHIGAN CAREERS". Below it is a "NEW TO UNEMPLOYMENT" section with a "LABOR EMPLOYER" tab and a "FURTHER SERVICES" section.
- Top Center:** A page titled "KEYS TO AVOID WHEN FILING A CLAIM" with a sub-header "REPORTING THE REASON YOU ARE UNEMPLOYED". It lists reasons like "I was laid off" and "I quit".
- Top Right:** A page titled "ELIGIBILITY FOR BENEFITS" with a sub-header "ELIGIBILITY FOR BENEFITS OVERSIGHT". It includes a "Ready to file your claim?" section and a "How to file your claim" section.
- Middle Left:** A page titled "Unemployment Insurance Agency" with a sub-header "UJA WORKER FORMS". It includes a "WAGE REQUIREMENTS" section and a "WHAT I NEED TO FILE?" section.
- Middle Center:** A page titled "EMPLOYEE FAQ" with a sub-header "EMPLOYEE FAQ". It includes a "PAYMENT INFORMATION" section and a "KEYS YOU HAVE RECEIVED" section.
- Middle Right:** A page titled "REOPENING YOUR CLAIM FOR BENEFITS" with a sub-header "Reopening Your Claim For Benefits". It includes a "FILING FOR PANDEMIC UNEMPLOYMENT ASSISTANCE" section.
- Bottom Left:** A page titled "UNEMPLOYMENT INSURANCE 101" with a sub-header "HOW DO I FILE A CLAIM?". It includes a "WHAT DO I NEED TO FILE?" section and a "WHAT'S NEXT?" section.
- Bottom Center:** A page titled "How do I send my documents online?" with a sub-header "RELATED CONTENT". It includes a "HOW DO I CONTACT STATE?" section and a "RELATED CONTENT" section.
- Bottom Right:** A page titled "TOOLS & RESOURCES" with a sub-header "TOOLS & RESOURCES". It includes a "WORKER FORMS" section, a "EMPLOYER FORMS" section, and a "UJA PUBLICATIONS" section.

# claimant roadmap

The screenshot displays a web page titled "Claimant Roadmap" with a dark teal header. Below the header is a breadcrumb trail: Home > Bureau & Agencies > Unemployment Insurance Agency > Tools & Resources > Claimant Roadmap. The main heading reads "6 steps to help you apply for and understand your benefits". Below this, there is a filter "Should I apply?" and a link "Show all". The roadmap consists of six steps, each in a white box with a teal border and a teal vertical line on the right side. Steps 1 through 5 are visible, with Step 6 partially cut off at the bottom.

**Claimant Roadmap**

Home > Bureau & Agencies > Unemployment Insurance Agency > Tools & Resources > Claimant Roadmap

**6 steps to help you apply for and understand your benefits**

Should I apply? [Show all](#)

**STEP 1**  
Prepare to apply  
[Show more](#)

**STEP 2**  
Submit your application  
[Show more](#)

**STEP 3**  
Review your Monetary Determination Letter  
[Show more](#)

**STEP 4**  
Register & search for work  
[Show more](#)

**STEP 5**  
Update your information every 2 weeks  
[Show more](#)

**STEP 6**  
[Partially visible]

**“I feel a lot less intimidated by it. It's resources for me. It's not just a scary government website. It's something that can help me get back on my feet.”**

— claimant

# employer help center

The screenshot shows the top portion of a website. At the top left is the logo for "Labor and Economic Opportunity" featuring a stylized person icon. To the right is a search bar with the text "Search". Below the logo is a horizontal navigation menu with the following items: "Bureaus & Agencies", "Boards, Commissions & Councils", "LEO Initiatives", "About", and "News from LEO Agencies". A large dark blue banner with white text reads "Employer Help Center". Below the banner is a breadcrumb trail: "Home > Bureaus & Agencies > Unemployment Insurance Agency > Tools & Resources > Employer Help Center". At the bottom right of the banner area is a green button that says "Sign In to Employer MiWAM".

## How Can We Help You?



### Register Your Business

How to register your business and authorize your account with UIA.



### Manage Employee Claims

How to manage claims and handle claim disputes, fraud, and appeals.



### Explore FAQs & Resources

Find answers to common questions, helpful definitions, common forms, and instructional resources.



### Submit Reports & Payments

How to keep up with your tax rates, quarterly reporting, and payments.



### Manage Account Settings

How to set notifications, update business info, and add additional users.



### Contact UIA

Still can't find what you're looking for? Contact the Office of Employer Ombudsman (OEO).



**“Thinking as a seasoned HR person, this is a really good breakdown to give to someone who may not understand. I can't remember ever seeing this in my career.”**

- HR professional

# key correspondence

UJA 1575C  
(Rev. 10/23)  
GREGORY WHITNER  
GOVERNOR

STATE OF MICHIGAN  
DEPARTMENT OF LABOR AND ECONOMIC OPPORTUNITY  
UNEMPLOYMENT INSURANCE AGENCY

Authorized By  
MCL 421.1 et seq.  
SUSAN R. COBBIN  
DIRECTOR

CONTENT FOR TESTING PURPOSES ONLY

SEVERUS SNAPE  
123 SALTWATER COURT  
GRAND RAPIDS MI 49503

Mall Date: March 14, 2024  
Letter ID: L0123456789  
CLM: C0876543210  
Name: SEVERUS SNAPE

**MONETARY REDETERMINATION**  
Plus Important Claim Information

SEVERUS SNAPE,

Your claim for unemployment benefits was filed on March 13, 2024. Your monetary eligibility, as well as important information on returning to work and filing bi-weekly certifications, is explained below. Read this letter carefully and keep it for reference during your claim; you will be held accountable for the information.

Based on the wages reported by your employer(s) and/or by you, it is redetermined that you are able to establish a claim for unemployment benefits. You earned enough wages during your base period and you meet the monetary requirements. You are entitled to receive benefits as long as you are not disqualified or held ineligible for other reasons.

**Claim Summary**

- Your weekly benefit amount is \$362.00.
- You claimed 0 dependents.
- You are eligible for up to 20.0 weeks of unemployed benefits.
- Your claim is valid for one year. Your benefit year begins March 10, 2024 and ends March 08, 2025.
- For all correspondence related to your claim, you requested to be contacted by mail.
- You provided the following reasons for separation(s) from employment:


**Base Period Employers**  
Laid Off      ROSCOE P COLTRAIN SECURITY - separating employer

You must also meet other requirements to be eligible for benefits. For example: If you quit or were fired from your job, Unemployment Insurance Agency will request information from you and your employer about your separation. A determination will be made regarding your eligibility for benefits and this will be mailed separately.

**Work Registration**  
To complete the Register for Work requirement you must complete the following two-step process:

- First, create your job seeker profile on Pure Michigan Talent Connect. Visit [www.mtalent.org](http://www.mtalent.org) to get started.
- Second, meet with staff from your Local Michigan Works! Service Center staff, either virtually or in-person.

UJA is an Equal Opportunity Employer/Program.  
Auxiliary aids, services and other reasonable accommodations are available upon request to individuals with disabilities.



UJA 1575C  
(Rev. 10/23)  
GREGORY WHITNER  
GOVERNOR

Authorized By  
MCL 421.1 et seq.  
Mail date: March 14, 2024  
Letter ID: L0123456789  
CLM: C0876543210  
UJA Form # UJA 1575C (Rev. 03-24)  
Sent via GoGreen

PINKY TUSCADERO  
ANY RIGHTS &  
ANYWHERE MI 49503


Name: Pinky Tuscadero  
Claimant ID: 2300999000

Unemployment Insurance Agency (UIA)  
**Claim Notice**

You filed a claim for unemployment benefits on March 1, 2024. Review this notice and complete the next steps.


**Overview:**  
Based on the information in your application, you meet the monetary requirements to establish a claim for unemployment benefits. However, we are still reviewing your claim to determine if you are qualified to receive payments based on other state requirements.

To maintain eligibility for benefits, you must complete the next steps on page 2.

 Need help understanding the process? View the UIA Claimant Roadmap at [www.Michigan.gov/UIAclaimantRoadmap](http://www.Michigan.gov/UIAclaimantRoadmap)

UJA is an Equal Opportunity Employer/Program.  
State Unemployment Benefits are Employer Funded.

Auxiliary aids, services and other reasonable accommodations are available upon request to individuals with disabilities.



1 of 5  
Gov. Gretchen Whitmer | 012345

**“This letter is one of the most concise government documents I’ve ever received. I liked the fact that this letter was separated into different pages for different types of information.”**

— employer

**What are the  
ingredients to a  
successful CX  
project?**



# how the work gets done

- **Vision**
- **Leadership**
- **Resources**
- **Partnership**

**What are some best practices for adopting HCD?**

# best practices

- **Strong executive leadership**
- **Tight scope on a key domino**
- **Empower a core team**
- **Commit to implementation**
- **Use proof points**

# Discussion & Questions





# SUMMER

## of CX webinar series

Customer Experience

**Principles to Improve CX**

July 15

**CX Metrics for Decision Making**

Aug 6

**Improving CX for Benefit Access**

Aug 14

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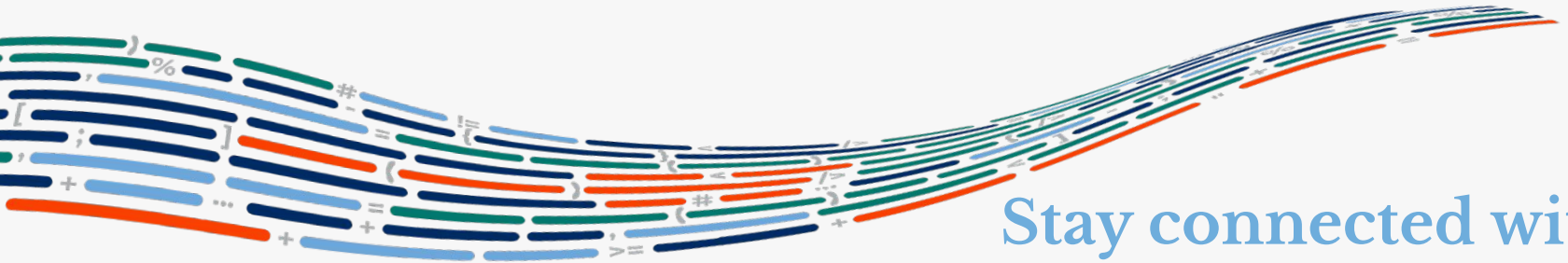
beeckcenter  
social impact + innovation

Digital Benefits  
NETWORK

# Thank you!

## About the Beeck Center

The Beeck Center for Social Impact + Innovation at Georgetown University brings together students, expert practitioners, and extended networks to work on projects that solve societal challenges using data, design, technology, and policy. Our projects test new ways for public and private institutions to leverage data and analytics, digital technologies, and service design to help more people.



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