



VOICE OF THE CUSTOMER

CONTACT CENTER

Phone Customer Satisfaction (Source: Post-call survey)	78%
Email Customer Satisfaction (Source: Post-email survey)	90%
Task Completion: % of callers able to complete their task when calling the contact center (Source: Post-call survey)	77%
Likelihood to Recommend: % of visitors who would recommend this contact center (Source: Post-call survey)	65%
Service Quality: % of callers satisfied with professionalism/ service from their contact center representative (Source: Post-call survey)	80%

OPERATIONAL METRICS

Service Level: % of calls answered within defined timeframe (Source: Internal performance reporting)	80/20
Abandonment Rate: average for program contact centers (Source: Internal performance reporting)	13%
Average Speed to Answer: average for program contact centers (Source: Internal performance reporting)	0:15
Email Response Time: average for program contact centers (Source: Internal performance reporting)	1 day

SERVICE CAPABILITIES

Self-Service IVR	✓
Automated Call Back	✓
Knowledge Base Integrated with Online Services	✓

SERVICE PROFILES

Number Calls/Year	30,000,000
Number of Customer Service Representatives	2,500
Number of Contact Centers	12
Average Call Handle Time	11:00
Staffing	Contractors

ONLINE SERVICES

Web Customer Satisfaction (Source: ForeSee)	92%
Mobile Customer Satisfaction (Source: ForeSee)	60%
Task Completion: % of visitors able to complete their task when visiting program websites (Source: ForeSee)	67%
Likelihood to Recommend: % of visitors who would recommend the site (Source: ForeSee)	86%

Plain Language Score: overall score for key program websites (Source: Center for Plain Language)	Above Average
508 Compliance	90%+

Live Chat	X
Virtual Agents	X
FAQ or Online Knowledge Base	✓
Mobile Capability	✓
Social Media Engagement	X
Capability to Complete All Major Transactions Online	✓

Number of Visits/Year	500,000,000
Number of Completed Transactions/Year	25,000,000
Number of Unique Visitors/Year	15,500,000

FACE-TO-FACE

Social Media Sentiment Score (Source: Yelp, Twitter, Instagram)	73
Average Star Rating (Source: Yelp)	2.05
Feedback USA (Source: Happy or Not Kiosk)	85%
Task Completion: % of visitors able to complete their task when visiting the service center (Source: Office visitor survey)	81%
Service Quality: % of visitors satisfied with professionalism/ service from their service center representative (Source: Office visitor survey)	91%

Average Wait Time: average for program service centers	17m
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Online Appointment Scheduling	✓
Published Real-time Wait Times	X

Number of Visits/Year	800,000
Number of Customer Service Representatives	20,000
Number of Facilities	4,500
Staffing	Unionized feds

AGENCY MANAGEMENT

<b>Strategy:</b> Is customer experience a priority in the agency's strategic goals?	✓
<b>Understanding:</b> Does the agency obtain real time, transactional customer experience feedback from each channel, including open ended feedback?	X
<b>Governance:</b> Does the agency have a senior executive who reports to the head of the agency whose primary responsibility is leading CX efforts?	✓

<b>Employee Engagement:</b> Are employee engagement scores above the government average?	✓
<b>Performance Management:</b> Do senior executives responsible for the program have customer service or satisfaction measures in their performance plans?	✓