

# → How to build a government CX practice



## Interaction

 <p><b>Touchpoints</b></p>	<p><b>Online</b></p> <ul style="list-style-type: none"> <li>Public site/app</li> <li>Internal site/app</li> <li>Chatbot</li> </ul>	<p><b>Human</b></p> <ul style="list-style-type: none"> <li>Front-line support</li> <li>Contact center</li> <li>Online chat</li> </ul>	<p><b>Communications</b></p> <ul style="list-style-type: none"> <li>Inbound</li> <li>Outbound</li> </ul>
 <p><b>Measurement</b></p>	<p><b>Voice of the Customer</b></p> <ul style="list-style-type: none"> <li>Digital listening posts</li> <li>Customer surveys</li> <li>Customer analytics tools/software</li> </ul>	<p><b>CX Success Metrics</b></p> <ul style="list-style-type: none"> <li>Customer outcomes</li> <li>Customer satisfaction score</li> <li>ACSI Index</li> <li>Contact center metrics</li> <li>Employee retention</li> </ul>	<p><b>CX Reporting</b></p> <ul style="list-style-type: none"> <li>OMB A-11 (Section 280) reporting</li> <li>Public CX reporting</li> </ul>
 <p><b>Programs</b></p>	<p><b>Service Transformation</b></p> <ul style="list-style-type: none"> <li>Service design/evolution</li> <li>Policy updates</li> <li>Technology modernization</li> </ul>	<p><b>Service Delivery</b></p> <ul style="list-style-type: none"> <li>Reskilling</li> <li>Change management</li> <li>Scaling CX solutions</li> <li>Services</li> </ul>	

## Enablement

 <p><b>Practice</b></p>	<p><b>CX Community of Practice</b></p> <ul style="list-style-type: none"> <li>CX CoP charter</li> <li>CX CoP ways of working</li> </ul>	<p><b>CX Research and Analysis</b></p> <ul style="list-style-type: none"> <li>Ecosystem mapping</li> <li>Experience mapping</li> <li>Customer intimacy</li> <li>Journey mapping</li> <li>Service blueprint</li> <li>CX Insights and recommendations</li> </ul>	<p><b>CX Scoping</b></p> <ul style="list-style-type: none"> <li>CX service catalog</li> <li>Opportunity assessment</li> <li>CX efforts inventory</li> </ul>
 <p><b>Tools</b></p>	<p><b>CX Center of Excellence</b></p> <ul style="list-style-type: none"> <li>CX standards</li> <li>CX best practices</li> <li>Methodologies</li> </ul>	<p><b>CX Insights</b></p> <ul style="list-style-type: none"> <li>Tools and templates</li> <li>CX knowledge base</li> <li>CX dashboard</li> </ul>	
 <p><b>Culture</b></p>	<p><b>CX Communications</b></p> <ul style="list-style-type: none"> <li>External communications</li> <li>Internal communications</li> <li>Events and roadshows</li> </ul>	<p><b>Human Resources</b></p> <ul style="list-style-type: none"> <li>Performance incentives</li> <li>Awards and recognition</li> </ul>	<p><b>Capacity Building</b></p> <ul style="list-style-type: none"> <li>CX/HCD training</li> <li>CX champions/coaches</li> <li>Detailees</li> </ul>

## Foundation

 <p><b>Leadership</b></p>	<p><b>CX Strategy</b></p> <ul style="list-style-type: none"> <li>CX vision and purpose</li> <li>CX objectives and goals</li> </ul>	<p><b>CX Executive Sponsor</b></p> <ul style="list-style-type: none"> <li>Inter-agency collaboration</li> <li>Awareness, advocacy and executive support</li> </ul>	<ul style="list-style-type: none"> <li>CX maturity assessment</li> <li>CX roadmap</li> <li>CX org design</li> </ul>
 <p><b>Governance</b></p>	<p><b>CX Advisory Council</b></p> <ul style="list-style-type: none"> <li>Intra-agency collaboration</li> <li>CX advisory council charter</li> </ul>	<ul style="list-style-type: none"> <li>Greenlight CX initiatives</li> <li>Prioritize CX initiatives</li> </ul>	<p><b>CX Policy</b></p> <ul style="list-style-type: none"> <li>Customer Bill of Rights</li> <li>Employee Bill of Rights</li> <li>CX guidelines for employees</li> </ul>
 <p><b>Funding</b></p>	<p><b>Congressional</b></p> <ul style="list-style-type: none"> <li>New appropriations</li> </ul>	<p><b>Agency</b></p> <ul style="list-style-type: none"> <li>Existing appropriations</li> <li>Re-purposed appropriations</li> </ul>	<ul style="list-style-type: none"> <li>Program savings</li> <li>Fee-for-service</li> </ul>
 <p><b>Incentives</b></p>	<p><b>CX Motivators</b></p> <ul style="list-style-type: none"> <li>Individual and program performance incentives</li> <li>CX priorities in agency strategic plan</li> </ul>	<p><b>Government Mandates</b></p> <ul style="list-style-type: none"> <li>OMB (Section 280)</li> <li>FACE Act</li> <li>EO 14058 (Federal CX)</li> <li>21<sup>st</sup> century IDEA</li> </ul>	<p><b>CX Value</b></p> <ul style="list-style-type: none"> <li>Cost savings</li> <li>Better outcomes</li> <li>Increased trust</li> </ul>

### About ICF

ICF (NASDAQ:ICFI) is a global consulting and technology services company with approximately 9,000 employees, but we are not your typical consultants. At ICF, business analysts and policy specialists work together with digital strategists, data scientists and creatives. We combine unmatched industry expertise with cutting-edge engagement capabilities to help organizations solve their most complex challenges. Since 1969, public and private sector clients have worked with ICF to navigate change and shape the future.