# Customer experience principles

These customer experience principles describe what is important for customers in their interaction with the Queensland Government.

They are derived from customer research about Queenslanders’ experience and expectations of government service delivery and best practices. Use them when designing and improving government services to ensure trusted, eﬀective and easy service delivery.

## Principle 1: Make it easy

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| * Customer eﬀort and ‘friction’ is minimised.   Customers should not have to know how government is structured to use services. | How it can be achieved   * Information is easy to ﬁnd, accurate and current. * Be clear and use language that is easy to understand.   Services are ‘joined up’ when they extend across agencies, channels and delivery partners, to reduce customer steps and touch to access services.  Connected service channels, so interacting across channels feels seamless.  Services are personalised and oﬀered proactively by anticipating customer needs |

## Principle 2: Be accessible

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| * All customers can access services, regardless of their situation. * Services meet customer needs and are available when and how they need them. | How it can be achieved   * Recognisable and accessible engagement channels are available to diverse customers. * Services are personalised and oﬀered proactively by anticipating customer needs. * Government anticipates and responds to barriers for customers accessing government services, such as disability, language, and cultural considerations. |

## Principle 3: Respect me and my time

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| * All customers are treated fairly, with respect, and have timely access to services | How it can be achieved   * Show empathy and acknowledge the customer’s situation Surface what customers need based on their situation * Minimise the need for customers to repeat information they have already provided * Do what you say you will do * Resolve the situation and reach an outcome as quickly as possible, don’t keep customers waiting unnecessarily |

## Principle 4: Explain what to expect

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| * Customers know what to expect from Government and what is expected of them to reach an outcome, and how to access support | How it can be achieved   * Make customers aware of support, entitlements and obligations relevant to them * Set expectations upfront of customer steps, timeframes to get an outcome, and what the outcome could be * Update customers with progress |

## Principle 5: Be safe and secure

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| * Customers understand how their personal information is used, and trust it is secure | How it can be achieved   * Be clear what information is used where * Ensure customer information is collected, stored, accessed and used in accordance with information privacy legislation and associated principles * Privacy by design and privacy impact assessment |

## Principle 6: Listen to the community

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| * Engage with customers and the broader community to understand their needs Listen and act on feedback | How it can be achieved   * Develop and maintain deep knowledge of customers’ expectations, experiences, behaviours and desired outcomes * Analyse, review and monitor service performance to improve services * Engage customers in the design of services, policies, and projects that aﬀect them |

## Key questions

Here are some key questions you might ask yourself to help ensure that a strong customer-centric orientation is in place within your agency.

### Group of men with solid fillCustomer-centric culture

* How does your agency foster a customer-centric mindset and culture among employees?
* Are customer service standards and expectations communicated to employees, and are they trained and motivated to meet them?
* Are customer-focused objectives reﬂected in your agency’s overall strategic plan and goals?

### Chat outlineListening to customers

* How are customer needs and preferences being identiﬁed and tracked?
* How is customer feedback and complaints collected and addressed?
* Is your agency proactive in identifying and addressing pain points that customers may experience in their interactions with government services?
* What processes and systems are in place to ensure customer concerns are promptly and eﬀectively resolved?
* Do you use data and analytics to track customer needs, service metrics on a regular basis, and incorporate it into service design and delivery decisions?
* Does your agency encourage and facilitate the participation of citizens in the process of designing, delivering, and evaluating strategies and services?

### Gears with solid fillStreamlined and accessible services

* Is your agency collaborating with other government agencies and levels of government to ensure a consistent and streamlined customer service?
* Are your services accessible to diverse customers and designed to meet their needs, such as those with disabilities or limited English proﬁciency?

### Cloud Computing outline Digitally-enabled services

* How are you leveraging digital technology to more eﬀectively communicate with customers and make service delivery more eﬃcient, convenient and personalised?

### Checklist outlineGovernance and reporting

* How is customer experience being measured and reported on?
* What initiatives are your agency taking to improve customer experience?
* Do you allocate resources and budget to continuously improve customer experience?
* How are customer insights being used to inform decision- making and service delivery?
* Do your governance mechanisms include clear accountability for customer experience and its continuous improvement?
* How is the leadership team held accountable for meeting customer-focused goals and objectives?

## Red flags to look out for

When it comes to customer experience for government services, there are several red ﬂags that can indicate a problem or a potential issue:

* High levels of customer queries, complaints, or high volumes of negative feedback on social media
* Long wait times or delays in service delivery Low customer satisfaction
* Lack of customer engagement and little, or no customer feedback being taken into account
* Lack of systems, processes or initiatives in place to improve the customer experience and eﬀectively address customer concerns and complaints.
* Inadequate accessibility for diverse customers
* Lack of coordination between teams / departments across customer-related strategies, issues and service delivery
* Leaders and employees who don’t have a customer-centric mindset and customer service skills
* Insuﬃcient training or development opportunities for employees on customer service design and excellence
* Board of Management/leadership team not actively involved in monitoring and improving customer metrics or issues.
* Lack of transparency or accountability for customer-related metrics and objectives
* Insuﬃcient investment in customer-facing technology or tools.