

Customer Experience in a Digital Government

A key component of digital transformation is improving the customer experience to promote self-service. Today's citizens expect easy-to-find information, regardless of digital device used, with intuitive experiences consistent across all touchpoints.

Federal agencies can meet citizen expectations and accelerate digital transformation by incorporating customer experience design into application development efforts. Agencies can harness insights gained from users—whether from observation, feedback or testing—to make informed design decisions early in the development process and iteratively evaluate options through prototyping and usability testing.

CGI'S SERVICES

CGI offers consulting services to enable agencies to make the shift to user-centered design and improve their digital experiences by bringing customer focus to the forefront. We guide agencies through the customer experience design process, incorporating Agile methodologies and an iterative design process to maximize outcome and client return on investment.



CGI'S OFFERINGS

- **Customer experience strategy:** We conduct current state assessments of customer touchpoints and create enterprise-level roadmaps to align customer experience improvement projects with business goals. We work with agencies to evangelize user-centered design principles and communicate their return on investment.



CUSTOMER EXPERIENCE AT A GLANCE

CGI's customer experience consulting services enable clients to make the shift to user-centered design and bring customer focus to the forefront. CGI supports clients throughout the customer experience design lifecycle, from research and solution design, through implementation and transition.

KEY BENEFITS

- Enhanced usability
- Reduced training
- Minimized errors
- Streamlined processes
- Increased adoption
- Improved satisfaction

- **Experience design:** We help agencies create a mobile-first, user interface design based on user research. Starting with an information architecture based on persona definition and user journey mapping, we define flow and interaction patterns through clickable wireframes. We apply branding and visual design standards to high fidelity mock-ups. We collaborate with development teams for technical feasibility and conduct testing of user interface code for integrity of the user experience. Our proven user-centered design framework is based on industry best practices and lessons learned to align user needs and business goals.
- **Rapid prototyping:** Using Agile methodologies, we create iterative prototypes, allowing for continuous user input throughout the design lifecycle and reduce delivery time, rework and cost. We convey interaction design to product owners and conduct usability testing, from the early stages of development through product delivery.
- **Usability testing and analysis:** We partner with agencies to develop a plan for usability testing, including definition of metrics and success criteria. We use one-on-one moderated testing, focus groups, surveys and automated testing for continuous improvement of the customer experience. We introduce processes for governance and inclusion of design recommendations into project backlogs.
- **Content strategy:** We help agencies audit, plan and create content as part of a content management system (CMS) implementation or content migration, providing text and visual assets that are cohesive, meaningful, findable and useful. This includes voice and branding, taxonomy, source workflow, content creation, metadata, governance and search engine optimization.
- **Workshops and training:** CGI partners with agencies to strategize a management plan for socialization and adoption of customer-centric principles, including workshops in design thinking and user-centered design training targeted to business, recruiting and technology. We also provide assistance in establishing a customer experience design practice.

WHY CGI?

- Unique customer experience offering with integrated creative and technical teams, allowing the combination of a user-centric philosophy with business-centric optimization.
- Change management expertise to socialize design thinking and user-centered design principles and promote rapid adoption of a customer-centric focus throughout client organizations.
- Deep and diverse domain expertise developed over many successful user experience projects with both government and commercial clients.

ABOUT CGI

Founded in 1976, CGI is one of the largest IT and business process services providers in the world. Operating in hundreds of locations across the globe, CGI helps clients become customer-centric digital organizations. We deliver high-quality business and IT consulting, systems integration and transformational outsourcing services, complemented by more than 150 IP-based solutions, to support clients in transforming into digital enterprises end to end. CGI works with clients around the world through a unique client proximity and best-fit global delivery model to accelerate their digital transformation, ensure on-time, within budget delivery, and drive competitive advantage in today's increasingly digital world.

For more information about CGI, visit www.cgi.com/us-federal or email us at info@cgifederal.com.