

The DIR Customer Experience (CX) Journey



Texas Department of Information Resources

Transforming How
Texas Government
Serves Texans

dir.texas.gov | [@TexasDIR](https://twitter.com/TexasDIR) | [#DIRisIT](https://twitter.com/TexasDIR)

A dark blue background with a network diagram consisting of white nodes and connecting lines. The nodes are of varying sizes and are connected by thin white lines, creating a complex web-like structure. The overall aesthetic is modern and technological.

Endi Silva

DIR Chief Experience Officer

Agenda

Talking About CX

What is CX

DIR CX Strategy



What Does Your Agency Do?

What you provide?

List of services?

What are you required to do?

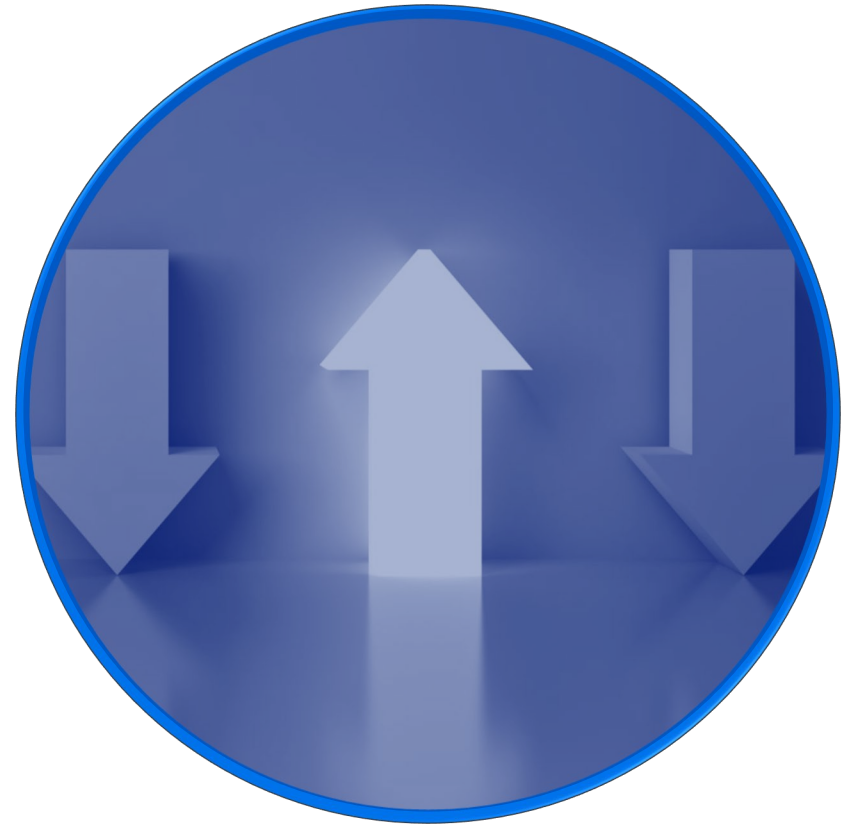


Customer Experience Flips the Script

How are we meeting customers expectations?

How do we make them feel?

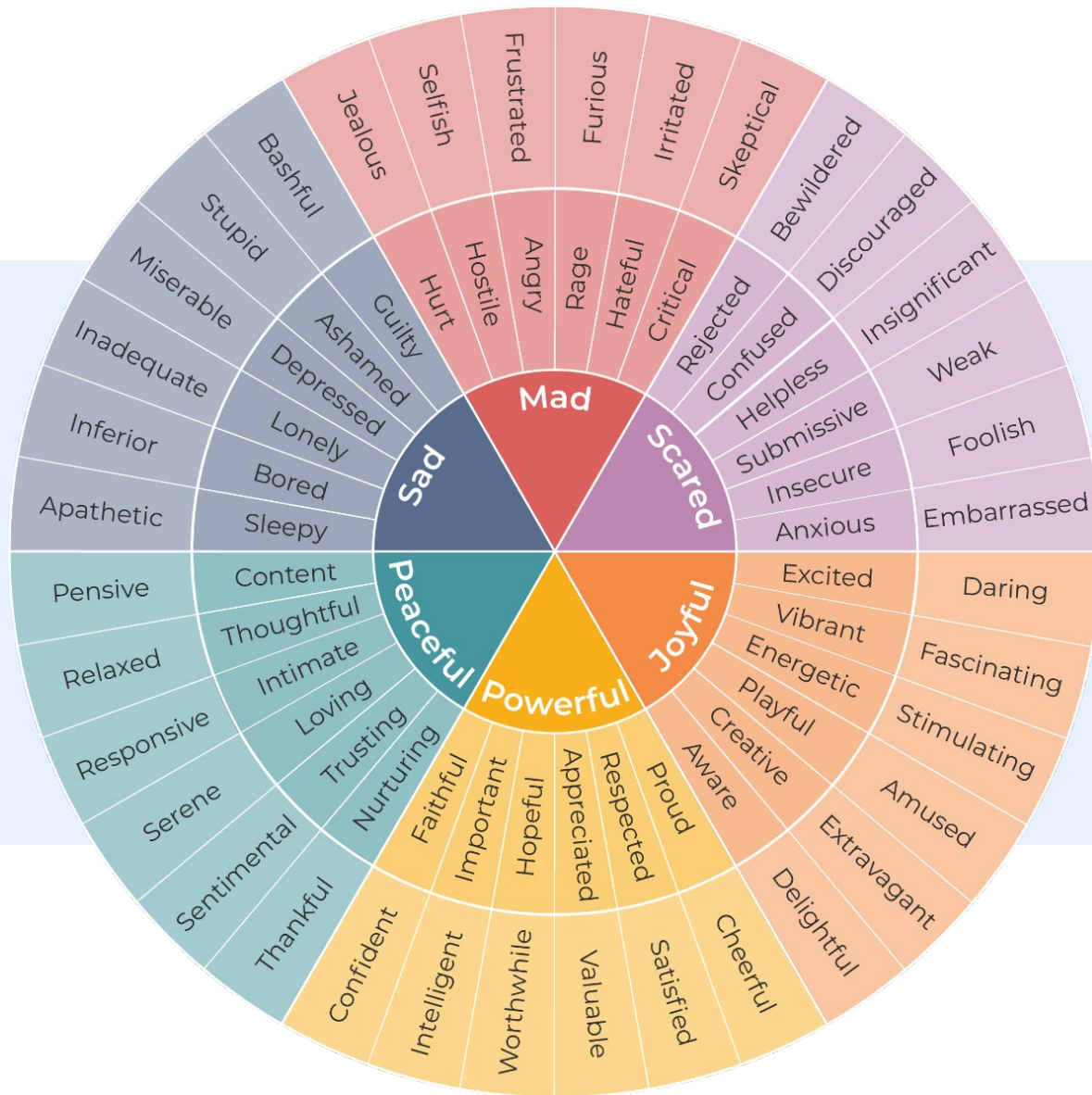
How do we ensure they are feeling what we want them to feel?



**People don't always remember
what you say or even what you do,
but they always remember
how you made them feel.**

- Maya Angelou





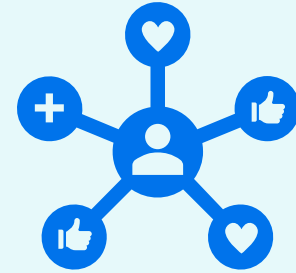
**That's right...
we're talking
about feelings!**

The background of the slide is a dark blue color with a subtle network diagram. The diagram consists of several light blue circular nodes connected by thin, light blue lines, creating a web-like structure. The nodes are scattered across the background, with some appearing more prominent than others. The overall aesthetic is clean and modern, typical of a corporate or technical presentation.

What is CX?

What Is CX?

- CX is **how a customer feels about and perceives** their interactions with an organization.
- Customers are **both internal and external** to an organization.
- **All organizations** provide a customer experience.
- How do we want **customers to feel** when interacting with us?



Understanding your customers' experience allows for **critical assessment of opportunities for improvements.**

Why CX?



An effective CX program creates alignment between customers' needs and agency operations.

CX Impacts an Agency



How a customer experiences an organization creates how they feel about it.



How a customer feels about their experience defines how they talk about it.



An effective and positive customer experience drives growth and results in:

- Increased Customer Loyalty
- Higher Customer Satisfaction
- Customer Advocacy

DIR CX Strategy

DIR Brand: The Trusted Guide

Trusted Character



Approachable



Informative



Reliable



Sincere

Trusted Engagement



The source, advocate,
and guide for all
partners and
stakeholders



Guides users
through tech
landscape



Enables
customers
to achieve
their goals



Nimble and flexible
to customize
solutions and provide
relevant options

How We're Doing CX at DIR



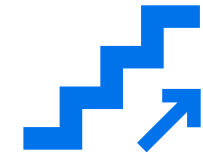
Customer
Experience Group
(CXG)



Establish CX as the
main customer
engagement tool



Synchronize the
Voice of the
Customer (VoC)



Guide divisions
through the CX
Maturity model

CX Maturity Model



Customer Experience (CX) Components Sequence

1

Customers

2

Vision,
Mission, Value
Statement

3

Voice of the
Customer
(VoC)

4

Personas

5

Journey Map

6

Journey Map
Diagnostics

7

Metrics &
Analysis

8

Tools &
Resources

DIR Value Statement

Vision

Continuously improve DIR's customer experience by fostering trust, effective engagement, and streamlined processes creating agency advocates.

Mission

Our mission is to ensure our customers feel:

1. Confident
2. Supported
3. Important

Value Statement

DIR's ideal customer experience is to ensure our customers feel confident, supported, and important by providing compliance excellence, cost-effective and modern technology, and security solutions to support digital transformation statewide.

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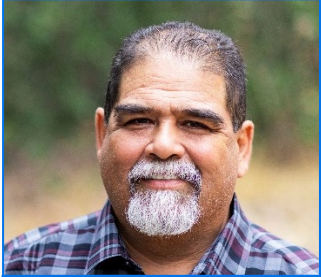
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Journey Map: Expecting, Thinking, Feeling, Touchpoint



Ivan Gonzales
County Judge &
IT Purchaser

Task	Ivan needs training for his staff						
Steps	1	2	3	4	5	6	7
Steps	Visits dir.texas.gov	Finds Training link	Reads entire landing page	Confused on his options; Looks for contact info for assistance.	Finds email address to send to at bottom of page	Sends email with questions	Waits for response
What is he expecting?	To find info easily	Clear guidance on reqs/process	Steps to be clearly outlined	To find phone or email contact	A quick response	Answers about DIR's process	DIR email will answer questions
What is he thinking?	I hope this isn't too complicated	That was easy to find	This is a lot of info to read through	I don't want to have to contact someone	I hope this doesn't take too long	I don't have time for this	Will I meet the deadline?
What is he feeling?	😊 Unsure, but hopeful	😊 Relieved to find info	😞 Overwhelmed	😞 Annoyed	😞 Deflated	😞 Disappointed	😞 Anxious
Which touchpoint is he using?	DIR homepage	/information-security content	/information-security content	/information-security content	Email platform	Email platform	Email platform

Diagnosics Applied

Task		Ivan needs training for his staff				
Steps	1	3	4	5	6	7
	1	Reads entire landing page	Confused on his options; Looks for contact info	Finds contact email at bottom of page	Sends email with questions	Waits for response
2	Target Outcome	Customer immediately finds answers	No need to contact DIR	No need to contact DIR	No need to contact DIR	No need to contact DIR
3	Effort, Questions, Wait Time, Error	Customer Effort	Customer Questions	Customer Effort	Customer Wait Time	
4	Potential Solution	Update, reorganize site content	Make it easier to find	Site content update/reorg, outreach education	set up auto responder email with FAQs and response time, add SLA agreement for 48-hour response	
5	Priority	Immediate (0-3 mos)	Immediate (0-3 mos)	Medium (3-9 mos)	Immediate (0-3 months)	
6	Who	Endi	Endi	Endi	Endi	
7	How	Utilize Personas, Word for internal use/review/approval	Request 2nd contact module, contact Sue	See #2, gather user research and data	Assess process + workflow options	

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Keys to Our Success

- ✓ Executive Sponsorship
- ✓ Division Participation
- ✓ CX Stewards



Who Are Your Customers?



Customers are both external and internal.



Employee Experience



Remember employees
are your first customers





Stop thinking
ABOUT your
customers

Start thinking
LIKE your
customers

We're Here To Help
outreach@dir.texas.gov

Thank You



Texas Department of Information Resources

Transforming How
Texas Government
Serves Texans

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