



## Government Customer Service: Evaluating Challenges and Exceeding Expectations

### Custom Market Research You Can Act On

Market Connections collected 130 responses in November 2010 from a mix of customer service professionals working in federal, state and local governments.

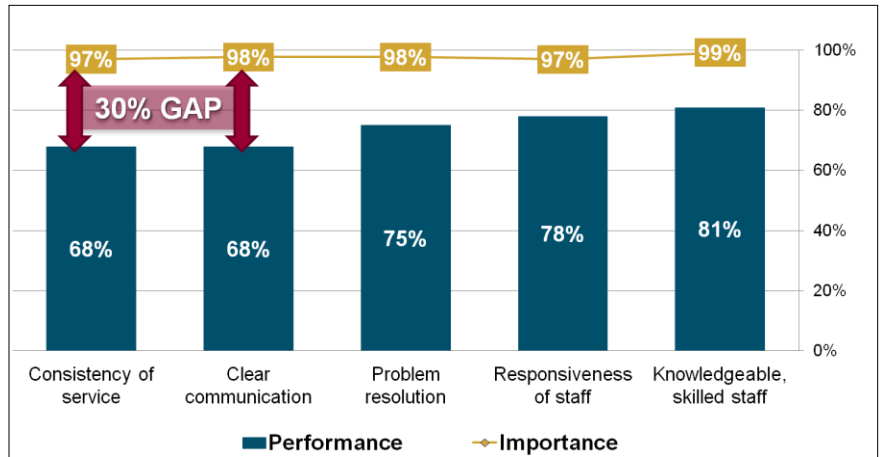
Market Connections and Digital Government Institute (DGI) release Government Customer Service Study at DGI Conference and Expo.



#### Customer Service: Challenges to Performance

- ▶ Respondents indicated “consistency of service” and “clear communication” are top customer service priorities, yet they rated agency performance in these areas an average of 30 percentage points lower.
- ▶ More than two-thirds of government participants find organizational bureaucracy to be a challenge in delivering high quality customer service to their target audiences.

**Providing Customer Service: Importance and Performance Factors**



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**Q:**

“If you were to describe your organization as a car when it comes to servicing its internal and external customers, what brand or model of car would your organization be, and why?”

**A:**

### American Sedan

“Recognized for a high standard of understated, consistent quality, if a bit dated compared to other brands.”

**A:**

### Luxury Car

“Top of the line, but the cost involved in upkeep will kill you.”

**A:**

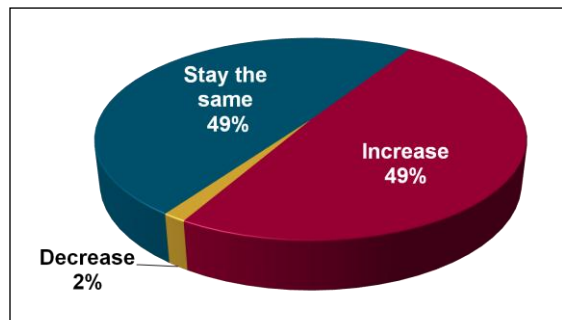
### Workhorse

“Functional with limited passenger capacity. Able to accommodate a heavy load in the cargo bed with little structure.”

### Channels Used and Social Media Integration

- ▶ The primary method of customer service delivery is person-to-person.
- ▶ Less than one-third of respondents' agencies deliver customer service through mobile devices, and less than one-quarter deliver customer service through social media tools.
- ▶ Half of government respondents say that their agency's use of social media will increase over the next 12 months.

#### Use of Social Media over the Next 12 Months



### Recommendations

- ▶ Leverage the success of peer-to-peer training to lessen the gap for consistency of service and clarity of communication.
- ▶ Align motivational tools with employees' needs. A majority of participants indicated their agencies motivate primarily by showing appreciation and providing ongoing training.
- ▶ Ensure your target audiences are aware of *all* channels by which service can be delivered.
- ▶ Ask customers not only about performance, but also their expectations. Align internal priorities with customer expectations.

### About Market Connections, Inc.

Market Connections provides comprehensive government market research services, enabling agencies to make informed, intelligent decisions that drive significant and measurable organizational improvements. The firm offers deep domain expertise in numerous markets, including federal, state and local governments; information technology and telecommunications; healthcare; education; and associations and non-profits.

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