



Offer better access to government services with improved digital experiences

More than ever, government organizations need a simple way to understand, prioritize, and optimize digital customer journeys to make it easier to meet customers' needs online.

CustomerXM for Digital helps government agencies understand their customers' digital journeys by identifying friction points and gathering feedback to continuously improve digital experiences and close feedback loops, at scale.

IMPROVE SERVICE ACCESS AND USAGE BY OPTIMIZING DIGITAL EXPERIENCES

Use end-to-end journey analytics to understand which web improvements to prioritize. Help teams close the loop with customers who need higher touch support through automated workflows.

MITIGATE RISK AND IMPROVE SUCCESS OF DIGITAL TRANSFORMATIONS

Use data to measure success, track issues, understand where people get stuck and why, and monitor trends over time. Identify areas of friction and resolve them before issues become widespread. Standardize metrics to understand how digital improvements impact experience and communicate progress.

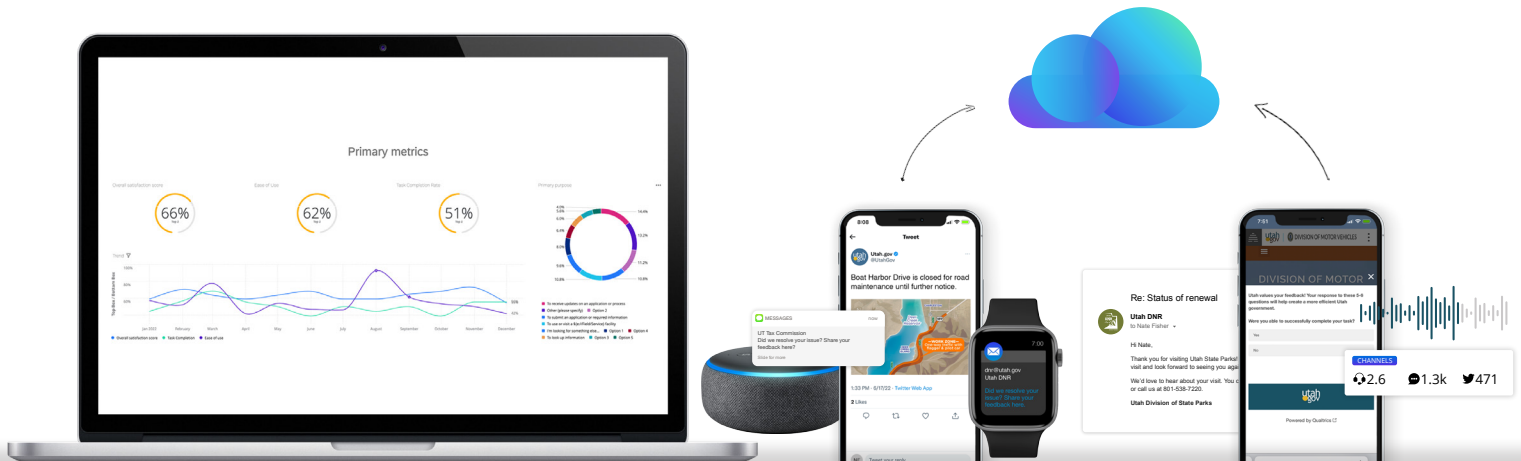
MINIMIZE COSTS AND BARRIERS TO SERVE CUSTOMERS

Optimize digital self service to reduce traffic on costly channels such as call centers, relieve employee workload, and improve customer outcomes. Start collecting insights more quickly with questions and dashboards built just for government.

KEY OUTCOMES:

- + Improve customers' ability to accomplish their objectives
- + Optimize digital self-service journeys
- + Free up employees to offer higher touch support to those who need it
- + Direct web improvements to what matters most
- + Easily report on key metrics
- + Mitigate risk of website or app launches

A trusted partner on your customer experience journey



PURPOSE-BUILT FOR GOVERNMENT

Access the Government Web Experience solution, which contains survey questions built for government by industry and customer experience experts, to help benchmark, measure, and improve overall website experience.

CONTINUOUS ENGAGEMENT

Understand customer needs and preferences at every stage of their digital journey through web, mobile app, chat, and SMS.

PREDICTIVE ANALYTICS

Instantly surface experience gaps with TextiQ open-text and sentiment analytics. Eliminate guesswork by surfacing insights directly from customers' feedback and getting their recommendations on the areas to focus on to make better decisions and shorten the time to action.

AUTOMATED ACTIONS

Close the loop quickly, at scale, with automated workflows that drive action in the platforms that employees already use. Easily share insights throughout your organization with role-based smart notifications.

BENCHMARKS

Baseline your digital experience against other organizations to understand how you compare. Effectively report on government-centric metrics such as customer satisfaction, trust, ease of use, efficiency, and other factors that influence customer experience.

INCLUSIVE BY DESIGN

With a special emphasis on auto-language detection and translation, a wide range of distribution methods, and solutions that meet WCAG standards, this solution is built to meet all customer needs.

SECURE AND PRIVATE

The Qualtrics XM Platform meets the strictest security requirements. It is ISO 27001, FedRAMP compliant, and HITRUST certified. Benefit from easy access to GDPR requests and single sign-on, and easily enforce what data needs to be collected, retained, and deleted.

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Learn more about government digital solutions at www.qualtrics.com/marketplace/government-web-experience