

Statewide Customer Experience Program

Louise Schenk

Manager, Statewide Customer Experience Program

Division of Technology Services, State of Utah



From customer's voices to state-wide service upgrades

24

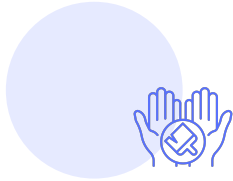
Agencies

2000+

Services



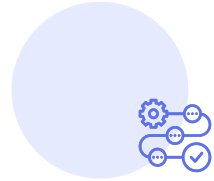
CX Team



Louise Schenk
Program
management
and service design



Rachel Stone
User research and
designing services



Tania Vakhrycheva
Improve and
re-engineer digital
processes



Tramaine Jones
Survey development
and data analysis

What We Do

CX Champions

Meetings

Monthly Learning Meeting

Monthly Planning Meeting

Semesterly Breakfast Meeting

Communication

Group Chat

Bi-Weekly Win Messages

Bi-Weekly Learning Messages

24 Agencies have CX Champions

Board of Pardons and Parole

Capitol Preservation Board

Career Service Review Office

Commission on Criminal and Juvenile Justice

Department of Agriculture and Food

Department of Alcoholic Beverage Services

Department of Commerce

Department of Corrections

Department of Cultural and Community Engagement

Department of Environmental Quality

Department of Financial Institutions

Department of Government Operations

Department of Health and Human Services

Department of Natural Resources

Department of Public Safety

Department of Transportation (DOT)

Department of Veterans and Military Affairs

Department of Workforce Services

Governor's Office of Planning and Budget

Governor's Office of Economic Opportunity

Insurance Department

Labor Commission

Lieutenant Governor's Office

National Guard

Public Service Commission

Tax Commission



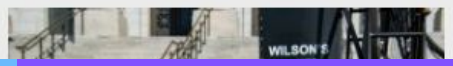


Give Feedback 

- 
FORESTRY, FIRE AND STATE LANDS
- 
GEOLOGICAL SURVEY
- 
OIL, GAS AND MINING
- 
STATE PARKS
- 
WATER RIGHTS
- 
WATER RESOURCES
- 
WILDLIFE RESOURCES

DNR NEWS

FOLLOW US



Great Salt Lake airboat named in honor of Utah Speaker of the House





Survey window

Give Feedback 

-  FORESTRY, FIRE AND STATE LANDS
-  GEOLOGICAL SURVEY
-  OIL, GAS AND MINING
-  STATE PARKS
-  WATER RIGHTS

Tell us how we're doing! ✕

Were you able to complete your task?

Overall, how do you feel about your experience?

Dissatisfied Satisfied

Tell us more about your experience.

DNR NEWS

FOLLOW US



Great Salt Lake airboat named in honor of Utah Speaker of the House



[Home](#)[Job Seekers](#)[Employer](#)

YOUR NEXT STEP

We offer services to help you support your family, find your next job opportunity or grow your business. Start here.



Need Help?

Click on the best description of what you want to do:

Apply for assistance in these areas: food (SNAP), financial, medical, or child care payment

Get help with utilities or the HEAT program

Apply for unemployment insurance payments

Find a job or get help with job training

Find a child care provider

Find disability services

Find services for refugees

None of the above



Find a Job



Manage Your Business



Apply for Assistance



3 DEP
6 MNO
9 WXY

gov/feedback
DABS Store #51
abs.utah.gov/feedback
WE WANT YOUR FEEDBACK
State of Utah
Department of Alcoholic Beverage Services
SPECIAL ORDERS
"SPECIAL GAMES ONLY"
Please visit our website to complete an order form.
Phone: abs@utah.gov
Online: utah.gov
Special Orders

abswebapps@utah.gov
WE WANT YOUR FEEDBACK
FEED YOUR FEEDBACK

SOLD AS A COMPLETE
8 PACK VARIETY PACK ONLY
Vodka, Seltzer and Juice
PLEASE DO NOT BREAK 8 PACK'S OPEN
NOT SOLD AS SINGLES



THIS REGISTER IS
CLOSED

We only accept the following as valid identification.
Solo aceptamos los siguientes documentos para identificación válida.

U.S. MARINE CORPS	U.S. ARMY	U.S. NAVY	U.S. AIR FORCE
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Executive Dashboard

1 of 4

Hide filters (6)



Filters Experience Type: All Agency: All Division: All Survey: All Accomplished Task: All Survey Response Date: All Time

Back to top

Total Response

82,471

+8,713 over previous month

Unable to Accomplish Task %

52%

-0% over previous month

Requested Support

3,350

+391 over previous month

Effort



Satisfaction



Empathy



Reliability



You have a license.

Log in at utconciierge.qualtrics.com

You have data.

Reach out to me, to get permissions.



Going Forward



Listening Infrastructure

Identify all the touchpoint and services the agency offers, and ensure they have feedback channels for each.

Qualtrics, Site Analytics, Constituent Panel



Deep-Dive Service Design

Use qualitative methods on individual service to identify opportunities for improvement, the shepherd ideas forward.

Interviews, ride-alongs, user testing, journey mapping, co-creation

Listening Infrastructure: Surveys

Is this page helpful?



Website



Office Visit



Filing a Complaint



Chatbot



Support Conversations



Online Services



Appointment Booking



Grant Applications



Online Checkout



Retail Store



Field Visit



Email or Letter

Did I solve your problem?

Could you find a time that's convenient for you?

Is this letter clear and understandable?

Do you feel your complaint was handled fairly?

Was your cashier helpful and kind?

Deep-Dive Service Design



Qualitative Research

- User and Stakeholder Interviews
- Contextual Observation
- User Testing
- Diary Studies
- Card Sorting
- Listening Workshops



Experience Analysis

- Customer Journey Maps
- Jobs to be Done
- Service Blueprints
- Opportunity Areas
- Problem Definition
- Concepts/Ideas/Improvements

Google translate for portal	Language Accessibility	All	Make Ap
Rethink the wording of all the service groups on the Service Page	Plain Language	Service Page	Make Ap
Replace "suspended vehicle" with easier language	Plain Language	Vehicle > Sele...	Make Ap
Add "Drivers License" as a service card on the Service Page	Requires no prior know...	Service Page	Make Ap
Add hint explaining where to fin VIN/HIN, "Do you know where to find your VIN/HIN?"	Requires no prior know...	Vehicle Details...	Make Ap

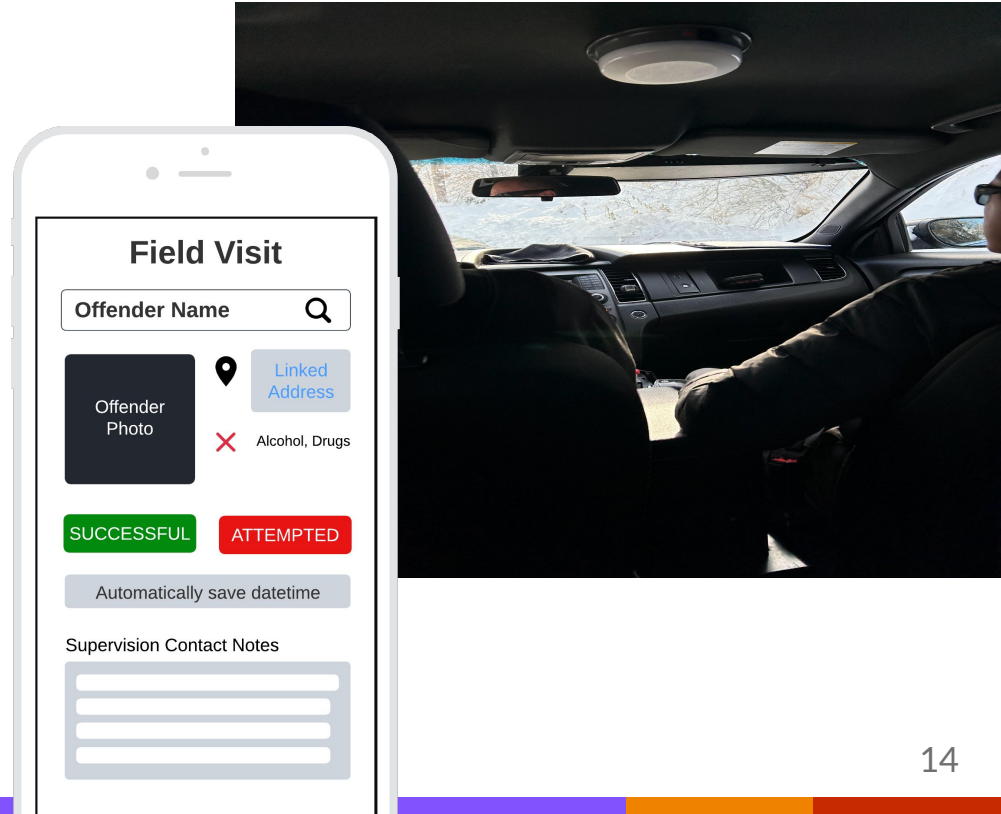
Clearly Defined Improvements

- Changes to website content
- Updates to digital workflows
- Improvements for internal workflows and internal documents
- New initiatives
- New features
- Changes to existing features



Improving workflows for parole officers

We followed along in a patrol car, and conducted workshops with officers across the state to understand how parole officers can use their tools, and which fixes will have the most immediate impact.



Drivers License Website

We worked with the Drivers License team to test new website designs with users, identify improvements, and ensure the design they use will be successful in reducing calls for support.



Get your Learners Permit

You need a Learners Permit to start practicing driving in Utah.

1 Check whether you're eligible

[At least 15 years old RULES PAGES](#)

[Able to pass an eye exam RULES PAGES](#)

[Meet health requirements](#)

[Resident of Utah](#)

[en, or meet residency requirements](#)

[Want a Seasonal Driver's License? Are 15, 16, or 17 Years Old ACCORDION](#)

[are 18 Years Old](#)

[are 19+ Years Old](#)

Info Box for New Drivers

Experience behind the wheel is the number one reason teen drivers get crashes. Utah provides resources, lessons and tools to help your teen develop these critical driving skills and practice in a range of driving environments and conditions.

[Driving Plan](#)

[16 Log](#)

[State Drivers License Information](#)

Prepare for your written test

[Get the drivers handbook](#)

[Take a practice theory test](#)

3 Prepare to visit the office

[Fill out an application online](#)

[Find an office](#)

[Make an appointment](#)

4 Gather your documents

[Proof of identity](#) (usually a birth certificate or passport)



Part of Learn to Drive a Car

How to learn to drive and get a drivers license for youth, and non-citizens in Utah.

- 1 Get your learners permit
- 2 Take a driving course
- 3 Complete a driving test
- 4 Get your drivers license
- 5 Drive with your license

Helping families navigate Corrections

We worked directly with prisoner advocacy groups to understand where Corrections can better support and involve families as they navigate Corrections.

116

individual fixes identified that will improve family experiences



Louise Schenk, *Manager, Statewide Customer Experience Program*

Get in touch: lschenk@utah.gov

Schedule time in my calendar any time!

