

VERINT[®] EXPERIENCE INDEX: E-GOV

Customer satisfaction rankings for
government digital experiences

JULY–DECEMBER 2019

Formerly the ForeSee Experience Index: E-Gov

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Are Federal Agencies Ready to Move to CX Transformation?

Improving government CX starts with answering one vital question: What’s unique about citizen needs and public sector processes? Based on our latest benchmark data (see table) it’s clear that the public sector is capable of delivering experiences on par with that of best-in-class private sector organizations.

That’s good news but it’s only part of the story. Public sector CX is still too siloed. To move toward CX transformation, federal agencies need to grow beyond just measuring and focusing on specific experiences and gain more visibility across the entire journey. They can do that by ensuring they measure all experiences, everywhere they happen. The public sector needs to embrace the CX fundamentals that no matter how great a unique experience is, it’s not enough to overcome a less-than-great journey or brand-wide experiences.

*Verint’s 800+ benchmarks are available for all CX metrics across hundreds of categories and subcategories including channel, device, touchpoint, industry, country, etc. Metrics are based on continuous aggregate customer survey data.

Best-in-class benchmarks* (July–December 2019)

INDUSTRY	DESKTOP 75TH PERCENTILE CSAT	MOBILE 75TH PERCENTILE CSAT
BANKING	83.0	86.6
PUBLIC SECTOR	80.9	82.5
INSURANCE (EXCLUDING HEALTH)	79.3	76.9
ENERGY	78.5	81.7
RETAIL	77.9	82.6
HEALTH INSURANCE	62.1	74.6
TELECOM	48.6	67.6

CX Value Framework

Those tasked with transformation need a CX framework capable of supporting end-to-end journey measurement—an organizing principle that teams can depend on and rally around. Listening—capturing both structured and unstructured data using direct, indirect, and inferred feedback—is the first critical phase of the CX Value Chain and the foundation for improving CX. The Verint CX Value Chain framework—which incorporates listening, action, and outcomes—lays out a process for ensuring that tactical, operational, and strategic levels of

an organization deliver value back to customers in the form of great experiences. It provides a logical and personalized approach to CX for that organization, creating a framework on top of which layers can be added so that the end state is comprehensive, intelligent, gapless, and achievable.

Moving from Improvements to Transformation

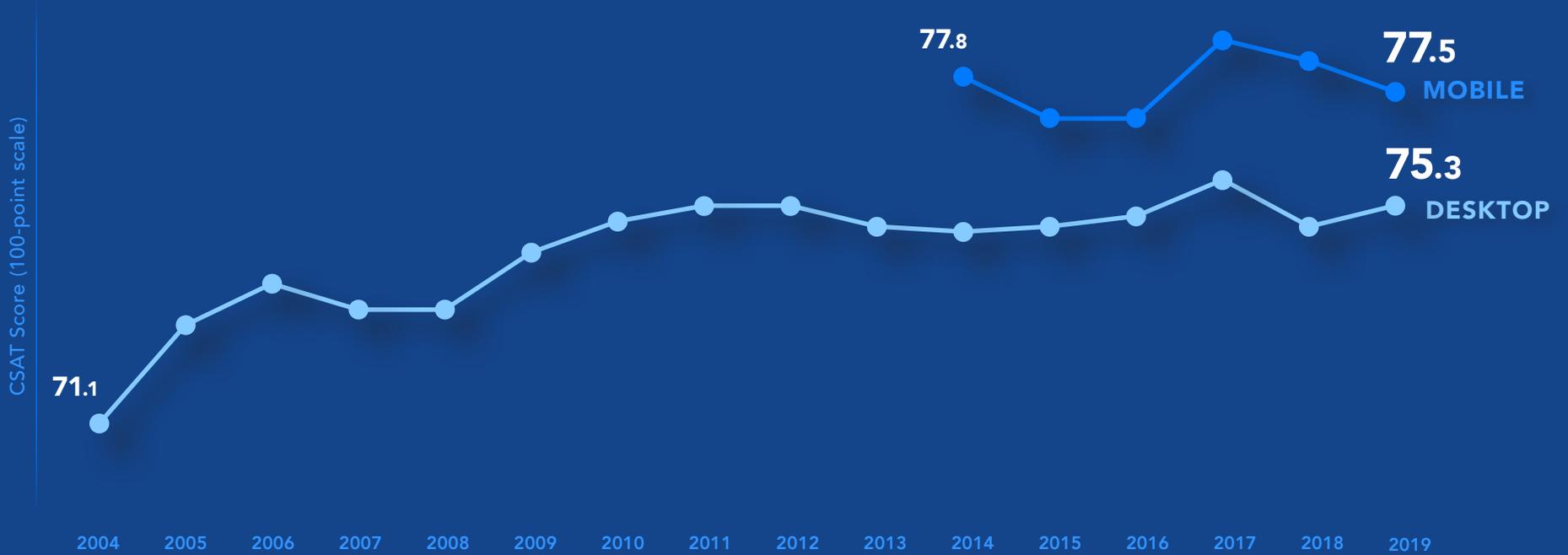
The **Verint Experience Index: E-Gov** ranks CX for select federal government desktop and mobile sites. The latest edition, covering July-December 2019, shows the U.S. Defense Logistics Agency desktop site and Department of Justice Office for Victims of Crime mobile site making the largest gains over the first half of 2019.



Download the [CX Value Chain eBook](#). Use it to start or continue a dialogue about how your organization can calibrate and expand its CX program to better identify and prioritize improvements that will make the biggest impact on the customer journey.

Federal Digital CX Snapshot

ANNUAL CSAT



Desktop CX: Drivers and Outcomes

The predictive model presented below is based on the multi-patented methodology Verint ForeSee has been using for two decades with hundreds of government websites and more than 100 million benchmarkable customer experiences. On the left side are the drivers that show which improvements will drive a higher CSAT (customer satisfaction) score. The right side quantifies the results of making those improvements.

DRIVERS OF THE DESKTOP EXPERIENCE

Most common top* drivers for improving desktop CX:

Navigation 57% of measures

How well the site is organized and how the layout helps users find what they need

Information Browsing 43% of measures

The ability to sort information and narrow choices, and the usefulness of site features in finding information

Site Information 58% of measures

The extent to which information is understandable, thorough, and provides answers to questions

*Percentage of web measures where given driver has first or second highest impact on satisfaction



CSAT scores provide contextual insights, revealing a visitor's overall satisfaction, satisfaction compared to expectations, and satisfaction compared to the idea of an ideal web experience.

OUTCOMES OF A GREAT DESKTOP EXPERIENCE

Visitors who have a great desktop experience have higher scores on key indices of engagement, compared to scores for visitors who have a poor experience:

Likely to use the site as a primary resource:

114% higher score

Likely to recommend the website:

123% higher score

Likely to return to the website:

62% higher score

Likely to trust in the government:

59% higher score

Great experience: CSAT \geq 80, relative to visitors with CSAT $<$ 70

E-Government Rankings: H2 2019 Desktop

DEPARTMENT/AGENCY	WEBSITE	CSAT SCORE	CHANGE OVER H1 2019
DOD	U.S. Defense Logistics Agency dla.mil	71	+6
DOD	Center for Development of Security Excellence	78	+5
HHS	Substance Abuse and Mental Health Services Administration samhsa.gov	69	+5
HHS	Substance Abuse and Mental Health Services Administration Publications Ordering store.samhsa.gov	80	+5
DOJ	National Institute of Justice nij.gov	81	+4
DOJ	Office for Victims of Crime ovc.gov	73	+4
HHS	U.S. Health and Human Services E-Grant grants.gov	64	+3
USDA	Food Safety and Inspection Service fsis.usda.gov	75	+3
DOC	NOAA Satellite and Information Service nesdis.noaa.gov	73	+3
PBGC	MyPBA egov.pbgc.gov/mypba	81	+3
TREASURY	Bureau of the Fiscal Service fiscal.treasury.gov	52	+3
OPM	FedSHireVets fedshirevets.gov	69	+3
BOARDS, COMMISSIONS, AND COMMITTEES	American Battle Monuments Commission abmc.gov	81	+2
FTC	FTC Complaint Assistant website ftccomplaintassistant.gov	83	+2
USDA	National Agricultural Statistics Service nrsc.usda.gov	70	+2
DOE	U.S. Department of Education ed.gov	51	+2

E-GOVERNMENT RANKINGS H2 2019 DESKTOP (CONTINUED FROM PAGE 7)

DEPARTMENT/AGENCY	WEBSITE	CSAT SCORE	CHANGE OVER H1 2019
HHS	National Institutes of Health nih.gov	81	+2
TREASURY	U.S. Department of the Treasury treasurydirect.gov	60	+2
SSA	SSA – my Social Security ssa.gov/myaccount	91	+2
SSA	Extra Help with Medicare Prescription Drug Plan Costs socialsecurity.gov/i1020	92	+2
SEC	U.S. Securities and Exchange Commission Investment Advisor Public Disclosure (IAPD) advisorinfo.sec.gov	75	+2
HHS	Centers for Disease Control and Prevention cdc.gov	83	+1
DHS	U.S. Citizenship and Immigration Services Español uscis.gov/portal/site/uscis-es	84	+1
HHS	InfoSida infosida.nih.gov	81	+1
SSA	Social Security Online socialsecurity.gov	71	+1
VA	U.S. Department of Veterans Affairs blogs.va.gov	71	+1
GAO	Government Accountability Office gao.gov	79	+1
HHS	National Institute of Child Health and Human Development nichd.nih.gov	82	+1
ITC	U.S. International Trade Commission usitc.gov	73	+1
DOJ	Federal Bureau of Investigation fbi.gov	77	+1
NRC	U.S. Nuclear Regulatory Commission website nrc.gov	80	+1
PBGC	U.S. Pension Benefit Guaranty Corp pbgc.gov	75	+1

E-GOVERNMENT RANKINGS H2 2019 DESKTOP (CONTINUED FROM PAGE 8)

DEPARTMENT/AGENCY	WEBSITE	CSAT SCORE	CHANGE OVER H1 2019
SEC	U.S. Securities and Exchange Commission investor.gov	83	+1
OPM	Office of Personnel Management: Retirement Services servicesonline.opm.gov	87	0
DHS	U.S. Citizenship and Immigration Services uscis.gov/e-verify	78	0
VA	U.S. Department of Veterans Affairs va.gov	58	0
USDA	U.S. Forest Service fs.usda.gov	65	0
DOC	Bureau of Economic Analysis bea.gov	72	0
DOC	National Geodetic Survey, National Oceanic and Atmospheric Administration website ngs.noaa.gov	80	0
DOC	U.S. Patent and Trademark Office uspto.gov	65	0
DOD	U.S. Defense Health Agency health.mil	69	0
HHS	National Heart, Lung, and Blood Institute nhlbi.nih.gov	83	0
HHS	National Institute of Diabetes and Digestive and Kidney Diseases niddk.nih.gov	84	0
DHS	U.S. Citizenship and Immigration Services Resource Center uscis.gov/portal/site/uscis/citizenship	88	0
DOC	Bureau of Labor Statistics bls.gov	75	0
OPM	Recruitment website usajobs.gov	72	0
DOS	U.S. Department of State Careers careers.state.gov	79	0
TREASURY	Electronic Federal Tax Payment System eftps.com	88	0

E-GOVERNMENT RANKINGS H2 2019 DESKTOP (CONTINUED FROM PAGE 9)

DEPARTMENT/AGENCY	WEBSITE	CSAT SCORE	CHANGE OVER H1 2019
OPM	Office of Personnel Management applicationmanager.gov	82	0
SSA	SSA iAppeals – Disability Appeal ssa.gov/disabilityssi/appeal.html	80	0
SSA	SSA iClaim – Disability ssa.gov/applyfordisability	83	0
CIA	Central Intelligence Agency Careers cia.gov/careers	82	-1
DHS	U.S. Citizenship and Immigration Services uscis.gov/portal/site/uscis	73	-1
NASA	NASA main website nasa.gov	83	-1
HHS	AIDSinfo aidsinfo.nih.gov	85	-1
SMITHSONIAN	Smithsonian	80	-1
USDA	Economic Research Service ers.usda.gov	73	-1
USDA	National Agricultural Library nal.usda.gov	71	-1
DOC	NOAA Fisheries fisheries.noaa.gov	75	-1
DOD	TRICARE tricare.mil	57	-1
SEC	U.S. Securities and Exchange Commission sec.gov	74	-1
TREASURY	U.S. Alcohol and Tobacco Tax and Trade Bureau ttb.gov	63	-1
SSA	SSA Retirement Estimator ssa.gov/estimator	90	-1
FTC	Federal Trade Commission ftc.gov	74	-2

E-GOVERNMENT H2 2019 DESKTOP (CONTINUED FROM PAGE 10)

DEPARTMENT/AGENCY	WEBSITE	CSAT SCORE	CHANGE OVER H1 2019
VA	MyHealththeVet myhealth.va.gov	78	-2
DOJ	Bureau of Justice Statistics bjs.gov	64	-2
DOT	Federal Aviation Administration faa.gov	73	-2
SSA	SSA iClaim socialsecurity.gov/applyonline	82	-2
TREASURY	U.S. Internal Revenue Service irs.gov	60	-2
HHS	National Center for Complementary and Integrative Health nccih.nih.gov	78	-3
USDA	Natural Resources Conservation Service nrcs.usda.gov	70	-3
HHS	National Institute of Dental and Craniofacial Research nidcr.nih.gov	77	-3
TREASURY	U.S. Internal Revenue Service Direct Pay irs.gov/payments/direct-pay	81	-3
HHS	National Institute of Arthritis and Musculoskeletal and Skin Diseases niams.nih.gov	80	-4
DOS	U.S. Department of State state.gov	67	-4
SSA	Social Security Business Services Online ssa.gov/bsa	75	-4
NSF RESEARCH	Research.gov	58	-8
TREASURY	US Mint usmint.gov	73	-9
DOC	NOAA noaa.gov	79	—
DOC	NOAA National Ocean Service oceanservice.noaa.gov	77	—

— DENOTES NOT IN H1 2019 INDEX

Mobile CX: Drivers and Outcomes

According to the Pew Research Center, a growing share of Americans now use smartphones as their primary means of online access at home. Today roughly one in five American adults are “smartphone-only” internet users, making it imperative that people can easily access government services and sites from their chosen mobile device.

DRIVERS OF THE MOBILE EXPERIENCE

Most common top* drivers for improving mobile CX:

Navigation 50% of measures

The ease of finding pages, consistency of layout, and ease of narrowing choices

Information Browsing 67% of measures

The ability to sort information and narrow choices, and the usefulness of site features in finding information

Site Information 50% of measures

The extent to which information is understandable, thorough, and provides answers to questions

*Percentage of mobile measures where given driver has first or second highest impact on satisfaction



The CSAT score provides contextual insights, revealing a visitor's overall satisfaction, satisfaction compared to expectations and satisfaction compared to the idea of an ideal, mobile experience.

OUTCOMES OF A GREAT MOBILE EXPERIENCE

Visitors who have a great mobile experience have higher scores on key indices of engagement, compared to scores for visitors who have a poor experience:

Likely to use the mobile site or app as a primary resource:

98% higher score

Likely to recommend the mobile site or app to a friend or family member:

141% higher score

Likely to return to the mobile site or app:

91% higher score

Great experience: CSAT \geq 80, relative to visitors with CSAT $<$ 70

E-Government Rankings: H2 2019 Mobile

DEPARTMENT/AGENCY	MOBILE SITE/APP	CSAT SCORE	CHANGE OVER H1 2019
DOJ	Office for Victims of Crime	66	+7
SMITHSONIAN	Smithsonian	83	+2
SEC	US Securities and Exchange Commission	75	+1
DHS	USCIS – Spanish	86	+1
NASA	NASA	83	+1
CIA	Careers	83	0
SSA	Mobile Innovation	68	0
HHS	Centers for Disease Control – NPIN	77	0
OPM	USAJOBS	81	0
HHS	Centers for Disease Control	83	0
DHS	USCIS	80	0
SSA	Mobile Wage Reporting	83	0
DOD	Defense Health Agency – Tricare	66	-1
HHS	National Institutes of Health, NIDDK	84	-1
HHS	National Library of Medicine, AIDSinfo	80	-2
DOC	USPTO	69	-3
TREASURY	U.S. Mint	77	-8
TREASURY	IRS	55	—

ABOUT E-GOV

The E-Gov Index is a critical measure for evaluating the success and performance of the Federal Government's online initiatives. Verint collected and measured more than 500,000 surveys across federal sites during H2 2019. These high numbers demonstrate citizens' willingness to share their experiences to help agencies and departments improve. The use of Verint's predictive methodology and technology then enables agency leaders to identify and prioritize improvements that will have the greatest impact on the digital experience.

- Over **11 million** citizen surveys since 2002
- Nearly **1.4 million** citizen surveys in 2019

ABOUT VERINT

Verint helps companies understand, orchestrate, and activate on experience data with Verint Experience Cloud. Companies leverage Verint's predictive experience solutions to gain an omnichannel view of direct, indirect, and inferred feedback—across digital, voice, text, and social interactions. See how one powerful analytics engine can simplify and automate for actionable insights at [verint.com](https://www.verint.com).

ABOUT THE AUTHOR

Eli Grant manages Verint's public sector business, including its relationships with federal, state, provincial and local governments, nonprofit organizations, and higher education institutions. Eli works with federal government and non-profits to effectively capture the voice of their customers and provide data and insights to improve experiences across the customer journey. Prior to Verint, he partnered with clients in the education vertical at Equifax Workforce Solutions.

Get in touch with a Verint ForeSee representative at hello@foresee.com to discuss establishing or evolving a CX framework for your organization.

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