A Customer Experience Journey

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Reno, Nevada

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15th largest city in the US
353 square miles
6,800 employees

Organizational Values

Ethical Behavior • Diversity • Mutual Respect
Accountability • Continuous Improvement

Exceptional Customer Experience
The Challenge

- Reinforce our core values
- Shift employee mindset about their interactions with customers
Meeting the Challenge

• We organized an Employee Summit to discuss our core values
• We developed an activity to help employees walk in the customer’s shoes
Our approach

• Shift the thinking
• Do something unique
• Make it memorable
How do you walk in another’s shoes?

• Take on the persona
• Make decisions as if you were that person
• Experience the result of your decisions
But, how can we do this?

A choose your own adventure story!
How do you write the story?

A map showing storylines in the Choose Your Own Adventure book

Mapping our own storyline

Our final product
Let the journey begin...

For the next few minutes, you’ll experience the presentation and exercise from our employee summit.

1,200 employees attended our summit.
If you serve External Customers, YOU are the face of your organization.
If you serve
Internal Customers,
YOU make public services possible
Who are your customers?

Anyone who receives a service from you
Anyone who relies on you to do their job
Anyone who asks for your help or expertise
Our value is...

Exceptional Customer Experience

We’re talking about MORE than customer service.
Let’s go to the movies...

What influences the customer’s experience at the theater?
### Service

<table>
<thead>
<tr>
<th>Movie</th>
<th>Variety, appeals to me, starts on time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Times</td>
<td>Convenient, posted accurately</td>
</tr>
<tr>
<td>Ticketing</td>
<td>Easy, automated, accurate, price</td>
</tr>
<tr>
<td>Seats</td>
<td>Comfortable, clean, not broken</td>
</tr>
<tr>
<td>Staff</td>
<td>Helpful, kind, knowledgeable, proactive</td>
</tr>
</tbody>
</table>

### Customer Expectations
<table>
<thead>
<tr>
<th>Movies</th>
<th>The City</th>
<th>Customer Expectations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movie</td>
<td>Recreation programs</td>
<td>Variety, appeals to me, starts on</td>
</tr>
<tr>
<td>time</td>
<td></td>
<td></td>
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<tr>
<td>Times</td>
<td>Public meetings</td>
<td>Convenient, posted accurately</td>
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<tr>
<td>Ticketing</td>
<td>Permitting</td>
<td>Easy, automated, accurate, price</td>
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<tr>
<td>Seats</td>
<td>Playground equipment</td>
<td>Comfortable, clean, not broken</td>
</tr>
<tr>
<td>Staff</td>
<td>Staff</td>
<td>Helpful, kind, knowledgeable, proactive</td>
</tr>
</tbody>
</table>
Let’s take a walk

in the customer’s shoes
Living Room Makeover
Customer Experience Adventure

1. Choose a table leader to read the scenario.
2. As a table, choose A or B and go together.
3. Place a sticker on each page that reflects your experience.
Discuss at your table

1. Tally your stickers
   As the customer, what was your experience during the journey?

1. Did an employee do anything to make the experience more positive?

2. Was it difficult to stay in the customers shoes? If so, why?
Group discussion
How did it feel to be the customer?
Customer service is about us—it’s what we provide to our customers.

Customer experience is about them—it’s about what they think and feel.
So, did the activity work?

300 employees responded to a feedback survey

81.95% said that they were **more confident** in their ability to put themselves in the customer’s shoes

84.78% said that the summit helped them **understand how to use the City’s core values** in their work.
Biggest Challenges

• Development of the activity itself
• Department buy in on scenarios related to their services
• Getting employees to stay in character—as the customer
Questions?