



A Customer Experience Journey

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Fort Worth

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

Good Customer
Service



Exceptional Customer
Experience



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

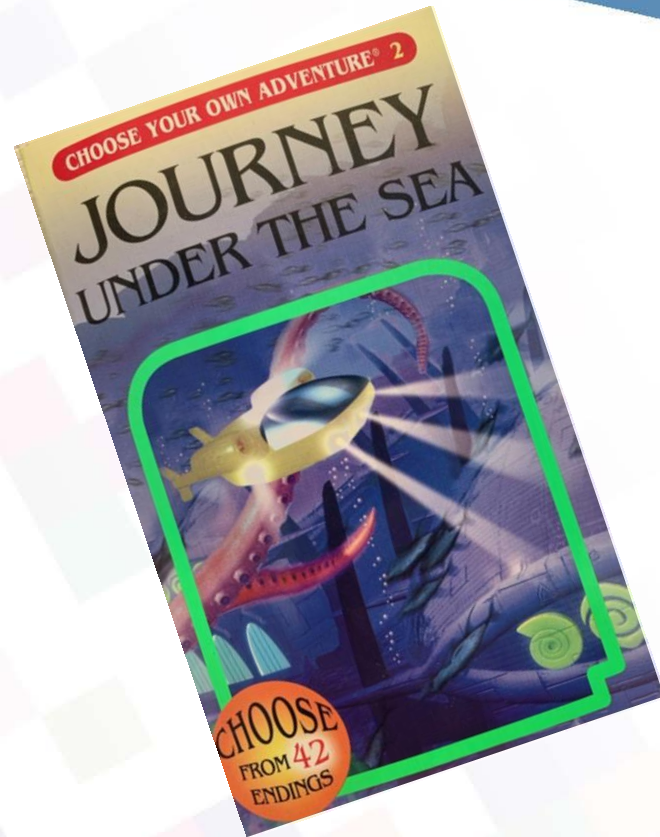


How do you walk in another's shoes?

- Take on the persona
- Make decisions as if you were that person
- Experience the result of your decisions



But, how can
we do this?



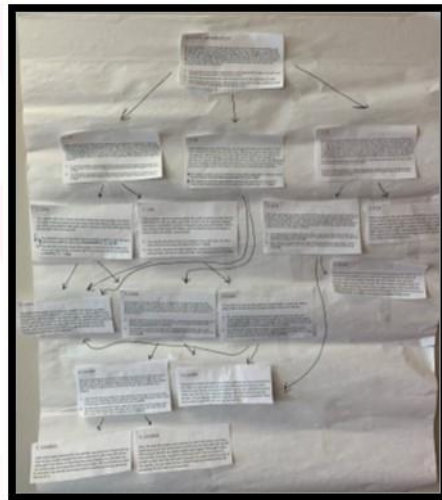
A choose your own
adventure story!



How do you write the story?



A map showing storylines in the Choose Your Own Adventure book



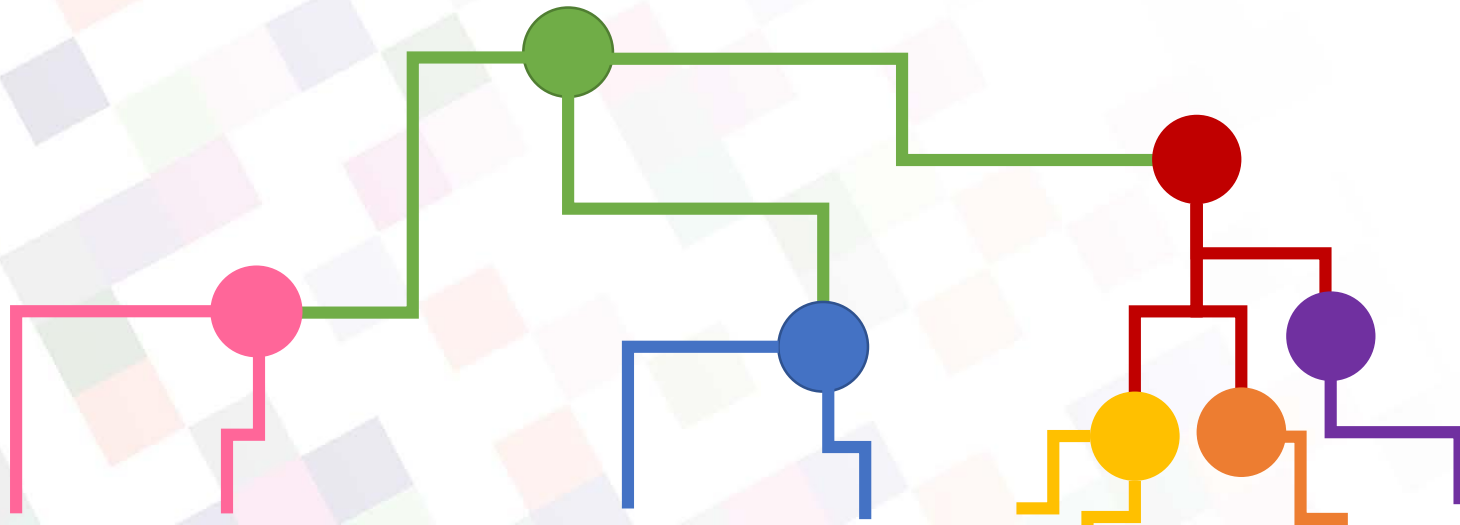
Mapping our own storyline



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

Movie

Times

Ticketing

Seats

Staff

proactive

Customer Expectations

Variety, appeals to me, starts on time

Convenient, posted accurately

Easy, automated, accurate, price

Comfortable, clean, not broken

Helpful, kind, knowledgeable,



Movies

Movie
time

Times

Ticketing

Seats

Staff

The City

Recreation programs

Public meetings

Permitting

Playground equipment

Staff

Customer Expectations

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Convenient, posted accurately

Easy, automated, accurate, price

Comfortable, clean, not broken

Helpful, kind, knowledgeable, proactive



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

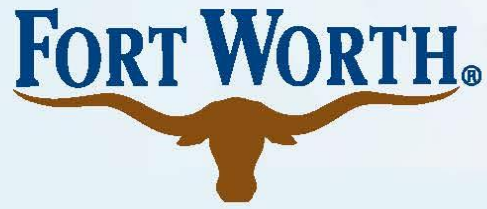
How did it feel to be the customer?





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?