




T104 - Building Trust in Government Through CX Transformation

Jeffrey McLaughlin, Moderator
Abena Apau, Panelist
Mick McGuire, Panelist
Pavan Pidugu, Panelist
Victor Udoewa, Panelist




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Background: Executive Order

*Government must be held accountable for designing and delivering services **with a focus on the actual experience of the people whom it is meant to serve.** Government must also work to deliver services more equitably and effectively, especially for those who have been historically underserved. Strengthening the democratic process requires providing direct lines of feedback and mechanisms for engaging the American people in the design and improvement of Federal Government programs, processes, and services.*



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Perspectives from the Panel

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Abena Apau

Customer Experience Division Director (Acting)
FPAC Customer Experience Officer
US Department of Agriculture



Mick McGuire

Communications and Customer
Experience Analyst
Postal Regulatory Commission



Pavan Pidugu

Chief Technology Officer, FMCSA
US Department of Transportation



Victor Udoewa

Service Design Lead
Centers for Disease Control

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CX in Government

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CX in government is quite different than CX in the private sector. What practices translate well, and what doesn't work? How have you adapted your practice to the unique requirements of government?

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Building Trust with the Public

What are some of the most impactful strategies you've employed to build trust with the public? How did you measure and sustain the impact?



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Building Trust within the Organization

A unique aspect of CX work is that we often hear the “bad news” first; what strategies have you employed to transform negative feedback from users into CX improvement progress?



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AI and CX

How has the popularization of generative AI and other AI innovation impacted your CX roadmap?



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Thank You for Participating!

A graphic featuring a magnifying glass with a yellow handle and a white frame. The lens is focused on a large white question mark. Surrounding this central question mark are several smaller white question marks of varying sizes, all set against a purple-to-blue gradient background. The entire graphic is centered within a dark blue rectangular area.

AGA

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