

A team working across the Federal government on the [Cross-Agency Priority goal on improving customer experience \(CX\)](#) and service delivery recently reached out to [Insert Org Name]. [Cross-Agency Priority goals](#) are unique opportunities, required to be set every four years by the GPRA Modernization Act of 2010, for the Federal government to work across its large bureaucracy to improve its performance.

**The Federal CX team is focused on shifting perspective on service delivery from one focused on the Federal / State / local government organizational structure to one focused on actual, human, customer, experiences.** These experiences could include important life events like retirement, having a child, buying a home – or lifetime journeys of navigating public services when an individual has a disability.

To do this – **they want to involve actual “customers” of disability programs and support services to help co-create a “customer journey map” documenting their experiences.** Individual stories are collected, and common threads are identified to develop a physical artifact representing perspectives from individuals, family members, caregivers, and case managers. These maps can then be used to help articulate opportunities for improvement – particularly at the seams of levels of governments and Federal agencies – that matter most to the customers these programs are intended to serve. “Bright spots” can also be grown and scaled. **The team has involved many Federal agencies, including program staff from the Social Security Administration, Departments of Labor, Health and Human Services, Education, and Housing and Urban Development, to involve them in this type of research process and buy-in to applying lessons learned to their work.**

The team has already completed one of these maps – focused on an active-duty Servicemember transitioning to Civilian employment. They have shared all of their work, so that if interested, you can learn more about how this project will be completed and how information will be used.

- **Project Overview:** <https://www.performance.gov/mapping-cx-journey/>
- **Customer Journeymap:** [https://www.performance.gov/cx/Journey\\_Map/Service\\_Member\\_Transition\\_to\\_Civilian\\_Employment\\_Journey\\_Map.pdf](https://www.performance.gov/cx/Journey_Map/Service_Member_Transition_to_Civilian_Employment_Journey_Map.pdf)
- **Project Report (attached):** This report goes into great detail about how we work. Pg. 5-8 discussed the overall process. Pg. 10 discusses our “north star” – understanding experience from the perspective of the humans navigating it. Pg. 11 shows the degree to which information about the interviewees will be represented. Pg. 12-17 shows how we take the stories we collect, and turn it into the actual visual artifact that is the “deliverable” of the project (this may be helpful for folks to see how what they share in an interview is actually *used*.)

We hope you'll consider collaborating with us on this effort. Interviews will be conducted in early August, and we aim to collect a diverse representation of perspectives and experiences. Stories and viewpoints will be anonymized, non-attributed, and presented in aggregate; only the immediate research team will have access to interview notes. The interviews will likely take around 45 minutes.

**If you are willing to be interviewed, or know of individuals that may be willing to share their stories, please contact [your name] at .**

With gratitude,

[your name]