

What Citizens Want

Designing The Citizen Experience with Data



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18

COUNTRIES

Australia	Malaysia
Brazil	Mexico
Canada	Philippines
France	Singapore
Germany	South Korea
Hong Kong	Spain
India	Thailand
Indonesia	UK
Japan	U.S.

17

INDUSTRIES

Airline	ISP
Bank	Mobile provider
College	Online retailer
Credit Card	Parcel delivery
Dept store	Property Insurer
Fast food	Public utility
Government	Streaming media
Health Insurer	Supermarket
Hospital or clinic	

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CONSUMERS

Many topics, including:


- Satisfaction
- Trust
- Advocacy
- Company choice
- Channel preferences
- COVID behaviors
- Feedback behaviors

Government Agencies Rank Lowest in Trust

16%

Of Canadian respondents were **unlikely to trust government agencies** based on their recent experiences



 Parking Exemption

Parking Exemption

Parking E

This Parking E

The exemption prohibited par

The following

Parking Option
Confirmation I
Issued at: Dec
Parking Zone:
Registrant: Di

Plate

TEST999999

Close

Print



Tell us how we did!

How easy was it to request an overnight parking exemption?

Extremely difficult

Somewhat difficult

Neither easy nor difficult

Somewhat easy

Extremely easy

How satisfied were you with your service experience today?



Government Agencies Rank Lowest in Satisfaction

21%

Of Canadian respondents were **dissatisfied with government agency experiences** (gave their recent experience a 1-2 out of 5 star rating)



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EXPERIENCE MANAGEMENT

The Global State of XM, 2020

To understand the current global state of experience management (XM), we surveyed 1,292 executives from large companies in eight different countries.



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