

Delivering CX



Creating the ideal customer experience is a marathon, not a sprint.

Delivering exceptional CX requires passion, a customer-centric mindset and deliberate planning and execution. Every experience, every touchpoint requires careful planning and execution to delight customers.

Companies such as Amazon, Apple and other innovators outpace their competitors because they relentlessly keep CX top-of-mind. They leverage best-in-class CX methodologies, personalization technology, AI and other tools that are changing customer expectations about how their experiences should feel. These companies understand that these investments will pay for themselves in reduced operating costs.

Federal agencies must keep pace by ensuring that their people, working in service of a compelling vision and a detailed CX roadmap, deliver the ideal experience time and time again.

Imagine a partner,

steeped in knowledge of the federal agency landscape, who employs a CX methodology that will help you delight your customers and achieve your ROI goals.

Together with your leadership team our experts will help define your CX vision, identify and engage with your customers, and design and facilitate journey mapping exercises using personas to pinpoint your most important customer interactions. We understand that designing successful CX campaigns isn't about managing a checklist but producing a shift in thinking.

Using [proven tools and methodologies](#) we deliver results that change perceptions and rally employees behind organizational transformation – all in support of delivering phenomenal customer experiences. We set goals and track progress and ensure your CX campaigns evolve as your customers' needs do.

Want to know more?
[We'd love to tell you.](#)

Why It Matters

CX impacts loyalty, reputation and operating costs.



U.S. federal government agencies rank the

lowest
on Forrester's CX Index

(Forrester)

Offering a high-quality customer experience can actually

lower the cost

of serving customers by up to

 **33%**

(Deloitte)

Recent Impact



People with disabilities have an unemployment rate that is historically more than double the national rate. The Office of Disability Employment Policy at the **Department of Labor** is working hard to change that. Since 2011, they have turned to Wheelhouse Group to work with employers across the nation to close this gap.

We immediately recognized that many employers think of DOL only in a compliance context and aren't always open to working together. We knew we had to forge a different, collaborative path so we developed a customer experience to "delight" employers. We used a design thinking approach and engaged employers in the process to build a plan to meet their unique needs. We then created custom resources, technical assistance and communities of practice to solve problems important to them. Through this longstanding CX work we have helped DOL strengthen its relationship with employers and make the business case for hiring more people with disabilities.



As customer demand continued to expand – in both scale and complexity – the **US Mint's Information Technology Department (ITD)** – wanted to ensure it had the skills, resources and processes in place to deliver unified CX across all engagements. They asked Wheelhouse Group to develop an approach to improving the customer experience that would enable the team to reshape perceptions and operate as a true partner to its customers across the agency.

Working with leadership, we developed a baseline understanding of ITD's customers' view about the services they receive and identified the key customer journeys. Wheelhouse Group helped define ITD's CX ecosystem, develop a shared CX understanding, frame key customer touchpoints and co-create a CX vision for the organization. Together we were able to help focus the ITD team on the strategic and tactical areas of customer engagement needed to create a consistent and positive experience for their customers.

[Learn more about our impact.](#)

How We Work

Wheelhouse Group clients say working with us is easy. We serve as an extension of your team, helping you manage and deliver on internal strategic priorities. We work efficiently and effectively, demonstrating a clear purpose and value. We ensure there is both near-term and long-term enthusiasm for the change initiatives on which we communicate. We work creatively to align people, actions, and results, driving both buy-in and adoption and building on decades of experience in successful change management initiatives.

We move organizations from reluctance to results™.

Who We Are

We're seasoned, senior-level consultants who are both strategists and doers. We help organizations and their people navigate, thrive and excel at change.

What We Do: [Organizational Change Management](#), [Stakeholder Engagement & Communications](#), [Workforce Transformation](#), and [Business Optimization](#)

Where We Focus: [Technology Adoption](#), [DevOps Culture Building](#), [Delivering CX](#), [Cloud Adoption](#), [Cybersecurity Mindset](#), and [Artificial Intelligence Integration](#)

