

The Must Haves for Successful CX Programs in Local Government Area (LGA)

Whether you're starting, running, or yet to start your CX program, this checklist is your roadmap to a more responsive, efficient, and citizen-centered service delivery.

Here's your checklist for running a successful CX program. Which ones are you missing?

Multichannel Feedback Capture

Do you have various feedback channels set in place to cater to multiple demographics? (e.g. younger residents might prefer email surveys, while older residents might respond better to SMS)

Collecting and Visualizing End to End Journey Metrics

Are you using real-time metrics to better understand which journeys need further investment and which ones need simplification?

Real Time or Near Real Time Capture

Are you practicing timely intervention to prevent minor issues from escalating into major problems?

Creation of the Inner Loop (Operational Loop)

Are you working with expert partners to set up basic inner loop processes to minimize disruption and maximize benefits?

Easy Actionability

Are data automatically sent to the right people who can action that piece of feedback and learn from it?

Using AI for Unstructured Data

When creating a report, are you utilizing AI, text analytics, and machine learning to give objective insights into CX free text or are you still manually reading through comments?

Creation of an Outer Loop (Strategic Loop)

Is there a leadership meeting involving all functional areas to discuss and better understand the citizen experience insights that are coming through?

Who We Are

We partner with organizations to break down siloes and barriers in order to deliver exceptional customer and employee experiences.

Resonate provides a world-class CX platform for actionable insights that makes an impact.

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