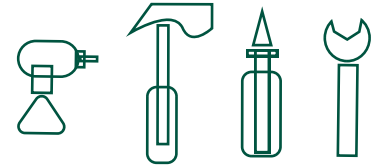


# Governance and Accountability

## Customer-Centric Framework



Following our customer-centric approach, these outlining principles can help guide our problem-solving process: (1) understanding and specifying the context for use; (2) specifying the customer's requirements; (3) producing solutions; and (4) evaluating the solutions. Use the spaces below to apply this framework to your own problem-solving, within the context of applying customer experience governance and accountability structures.

### **EXAMPLE SCENARIO: Adding customer experience to performance plans**



#### **Understanding and specifying the context for use**

*We are adding points within performance plans based on CX metrics to have measurable goals when implementing CX at USDA. As we begin the decision-making process, it is important to include all relevant stakeholders in the process as early as possible. Stakeholders need to share power during this process to increase buy-in for implementation.*



#### **Specifying the customer's requirements**

*CX evaluation in performance plans needs to allow for the use of measurable goals as well as leave space to provide context. It should deliver a fair, accurate picture of the individual and department's performance.*



#### **Producing solutions**

*During the process of crafting the CX-specific points in performance plans, there needs to be a stakeholder-inclusive process whereby affected parties can view and comment on iterations prior to the implementation of the solution. This may take more time initially, but it saves time later by ensuring the most successful solution possible is the one being implemented. It also creates additional buy-in during the iterative process, saving time later when attempting to create buy-in during implementation.*

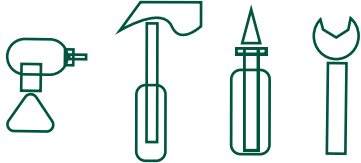


#### **Evaluating the solutions**

*Once the CX-specific points of the performance plans have been implemented, a few performance cycles will need to pass to uncover the ways in which the performance plan can be improved. As each performance cycle passes, further iterations on the implementation should be made so that it can continue improving over time until a solution that works for everyone is achieved.*

# Governance and Accountability

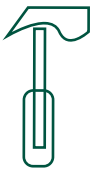
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### Understanding and specifying the context for use



### Specifying the customer's requirements



### Producing solutions



### Evaluating the solutions