



# Forrester’s 2016 US Customer Experience Index Reveals Washington Still Fails at Customer Experience

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CAMBRIDGE, Mass.--(BUSINESS WIRE)--Aug. 30, 2016-- Despite a year of intense focus on customer experience (CX), federal CX remains far worse than the private sector. According to [Forrester’s US Customer Experience Index \(CX Index™\), 2016](#), 73% of federal agencies fell into the lowest two categories (poor and very poor), and agencies averaged a paltry score of 58 out of 100 compared with the private sector’s average score of 70.

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## Only Five Federal Agencies Improved Their Score From Q3 2015

*The US Federal Customer Experience Index, 2016*

Federal agency	Q3 2015 score	2016 score	Significant change*	Rank (out of 319)
National Park Service	77	76		34
Bureau of Consular Affairs	62	72	✓	128
United States Postal Service	69	68		211
Tricare	67	65		241
US Citizenship and Immigration Services	57	60	✓	289
Medicare	58	60		290
Social Security Administration	60	59		298
Small Business Administration	56	58		300
Department of Veterans Affairs	57	58		303
Medicaid	54	55		310
Internal Revenue Service	49	54	✓	312
Transportation Security Administration	50	53	✓	314
Department of Education	52	53		315
USAJobs.gov	44	46		318
Healthcare.gov	37	42	✓	319

Base: 122,500 US online adult customers (ages 18+) of at least one industry who interacted with that industry within the past 12 months (bases vary by industry)

Source: Forrester’s Customer Experience Index Online Survey, US Consumers 2016  
\*We use statistical hypothesis testing to determine which differences are statistically significant at both the p<0.05 and the p<0.10 levels.

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According to Forrester’s CX Index, only five federal agencies improved their scores from Q3 2015.

of Consular Affairs, and National Park Service. The scores ranged from 42 to 76.

To help government officials overcome these CX obstacles, Rick is hosting Forrester’s first government-focused event, [CXDC](#), at the W in Washington, D.C., on September 12. To register, please visit [forr.com/CXDC2016](http://forr.com/CXDC2016).

### About Forrester’s CX Index

Based on a survey of 122,500 US online adult consumers, Forrester’s CX Index measures and ranks more than 300 US brands across 18 industries to identify how leading brands build loyalty through the quality of the customer experiences they provide. It is the most complete and powerful CX tool in the market today, giving businesses a deep and actionable understanding of the quality of their customers’ experiences, competitive benchmark data so business and technology leaders know how they stack up against their peers, and the ability to model which improvements will have the biggest impact on revenue.

For more information, please visit [forr.com/cxindex](http://forr.com/cxindex) or contact us to learn more about how Forrester’s CX Index can help your business.

Forrester [today released a new report](#) that takes a closer look at the CX scores of 15 major federal agencies and programs, identifying the ways that Washington is failing to serve its customers with satisfactory experiences. The research confirms that federal CX is weak because agencies do not focus their efforts on the drivers of great customer experiences that matter. Instead, agencies have three big strikes against them: They ignore emotion, obsess over technologies instead of empowering employees to perfect customer interactions, and concentrate on what customers claim to want rather than what data shows actually drives better CX.

“Federal agencies have their CX priorities all wrong, and it shows,” Rick Parrish, principal analyst and government CX expert at Forrester, said. “Though technology plays an important role in CX, creating a mobile app or another digital offering does not necessarily give customers the emotional solution or support that they are looking for. Customers want the advances that digital brings, but only when it’s done right — and right now, agencies are failing at that mission.”

The 15 government and federal agencies ranked in the 2016 US CX Index, listed in order of lowest to highest scores, are: Healthcare.gov, USAJobs.gov, Department of Education, Transportation Security Administration, Internal Revenue Service, Medicaid, Department of Veterans Affairs, Small Business Administration, Social Security Administration, Medicare, US Citizenship and Immigration Services, Tricare, United States Postal Service, Bureau

**About Forrester**

[Forrester](#) (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We work with business and technology leaders to develop customer-obsessed strategies that drive growth. Forrester's unique insights and frameworks are grounded in annual surveys of more than 500,000 consumers and business leaders worldwide, rigorous and objective methodologies, and the shared wisdom of our most innovative clients. Through proprietary research, data, consulting, events, and exclusive executive networks and programs, the Forrester experience is about a singular and powerful purpose: to challenge the thinking of our clients to help them lead change in their organizations.

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