State of Colorado & Qualtrics

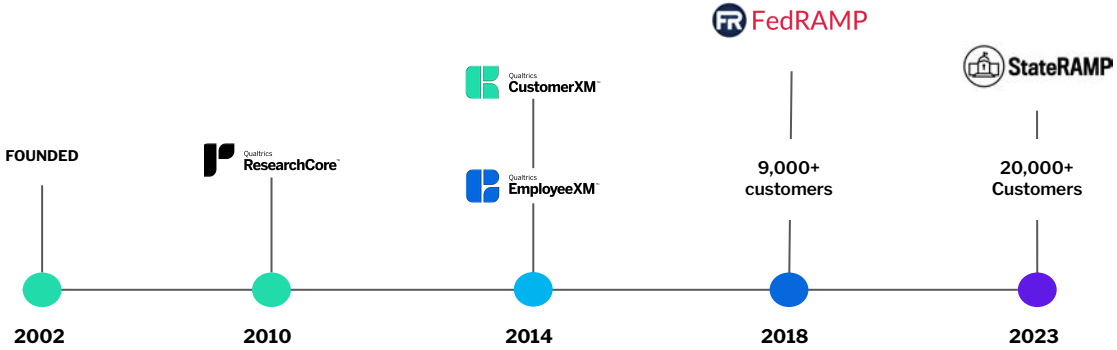
Creating delightful experiences
September 23, 2024

Agenda

Intros
Brief Overview
Discussion
Q&A

Qualtrics

At a glance



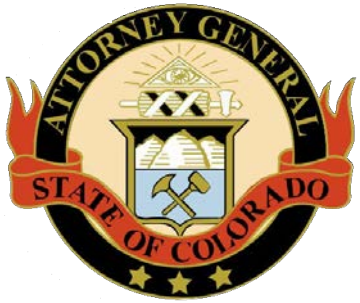
Global, 20-year company
90% of Fortune 100

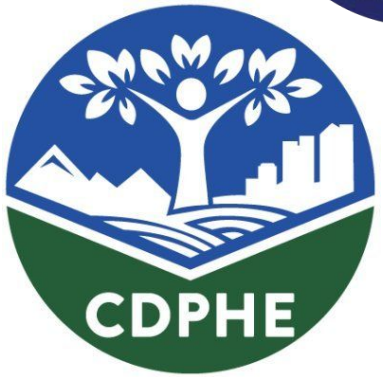
Embedded in government
All 50 States

Enterprise grade security
for all industries

Partnering with Colorado and more than 18,000 organizations worldwide

qualtrics.XM | Government



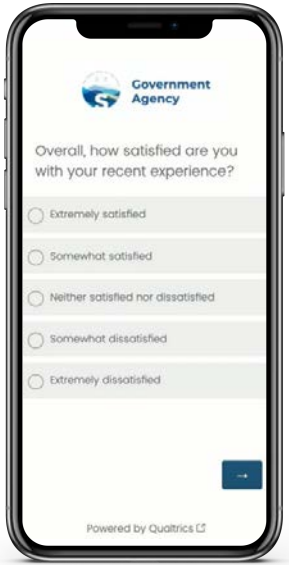


Experience Management

Leverage data to improve experience – for the people we serve, and the employees who power organizations.

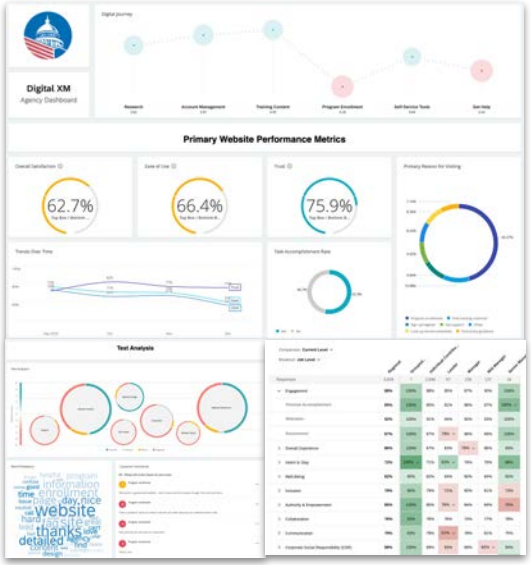
1 LISTEN

Collect data and feedback from stakeholders across any channel



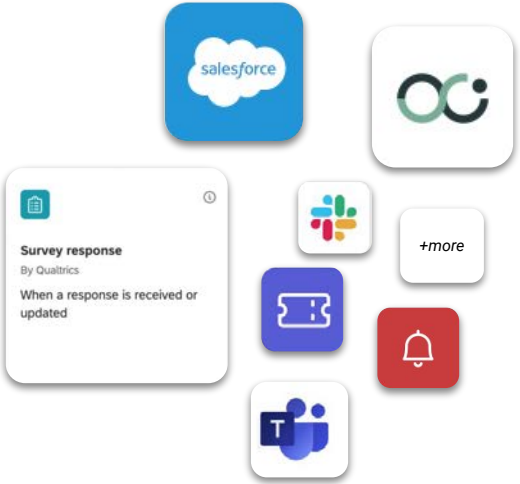
2 UNDERSTAND

Analyze structured and unstructured data through dashboards and advanced analysis



3 ACT

Distribution of insights, ticketing, integrations, and closed loop feedback



We ask a lot of government.
Efficient but not costly
Responsive but not too risky
Personalized but built for everyone

Efficient but not costly
Responsive but not too risky
Personalized but built for everyone
Make government more ~~human~~.

USE A.I. TOO...

Customer insights engine.

Gather feedback through **solicited** and **unsolicited** channels

Real Time Metrics
Live, role-based dashboards

Issue Identification
NLP/NLU to highlight topics, sentiment, emotion, effort...

Agile Analysis
Use Natural Language Queries to interact with data

Automated Summaries
Synthesize feedback into short-formats

Alerts & Notifications
Inform key stakeholders of trends and responses.

Ticketing & Integrations
Route and act upon responses through ticketing and pre-built integrations.

Real-time Agent Assistance
Guided recommendations and in-the-moment coaching for agents.

Automated Exec Summaries
Summarize and deliver key findings with generative AI.

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OFFICE OF PERFORMANCE MANAGEMENT

Gender

Female Male Null Other

Method

Mail Web

Age

18-24 25-34 35-44
45-54 55-64 65+

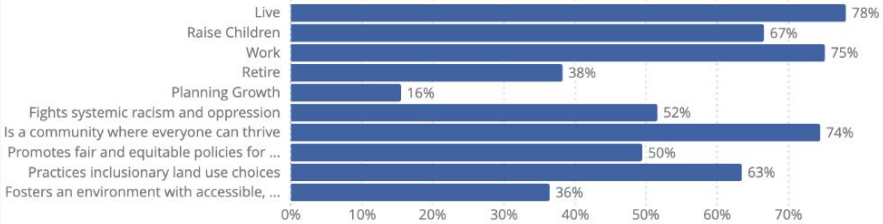
Annual Household Inco...

$80,000 - $149,999
$40,000 - $59,999
$150,000 or more
$60,000 - $79,999
$20,000 - $39,999
Less than $20,000 Null

PERCEPTIONS OF THE COMMUNITY

Overall Quality o...	Over...	Over...	Over...	Over...
69%	50%	34%	54%	81%

The City of Austin as a place:



SATISFACTION WITH MAJOR CITY SERVICES

Overall Quality and Services

Overall Maintenance

Effectiveness and Quality

Customer

Better overall experience
Quick and easy self-service

Improved outcomes
Comply easily with guidance and personal suggestions

Faster resolution times
Receive streamlined support on platform of choice

Staff

Quicker response times
Automated ticketing based on applicant feedback

Reduced support volume
Streamlined issue resolution and navigation assistance

Improved decision making
Data-driven decisions on day-to-day operations

Executive

Higher satisfaction & use
Enhanced end-to-end process

Enhanced efficiencies
Better self-service and staff support automations

Lower cost to serve
Residents receive timelier & more appropriate services