

Citizen Experience Management

Improving Government Service
Delivery Through The Eyes of Citizens,
Visitors and Business Owners

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MyCXData.com

About MyCXData

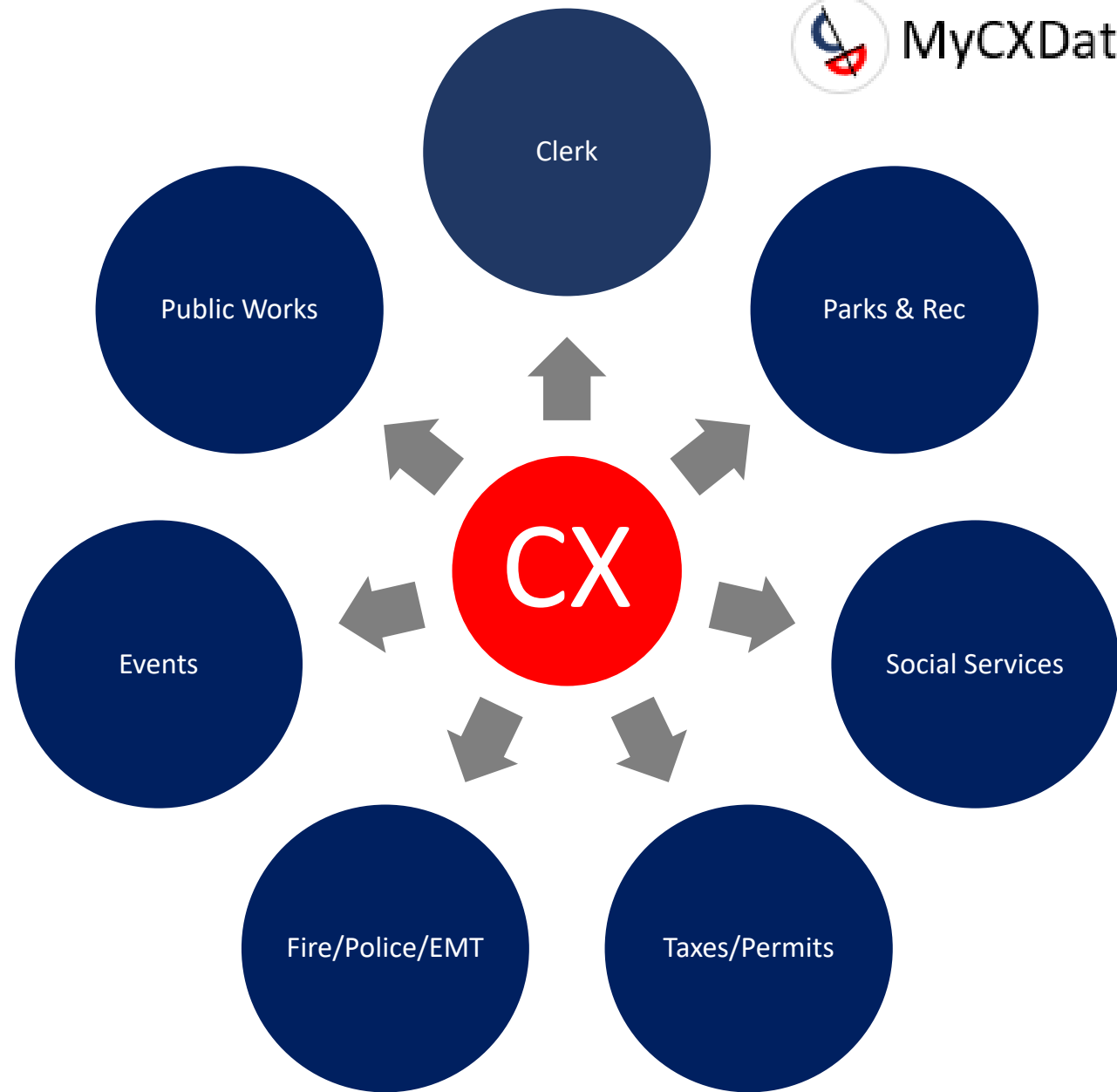
Programs that capture actionable information from key citizen, visitor & business interaction points to improve service delivery, satisfaction and engagement while reducing risk and operating costs.

- 25+ Years Delivering CX Solutions
 - Technologies
 - Process, Metrics & KPI Development
 - Market Research
 - Citizen Engagement
 - Loyalty/Satisfaction
- Learned from the Best
 - Microsoft
 - Nortel Networks
 - RedVector
 - Lowe's
 - DuPont
 - Ryder Systems
 - BASF





Defining the Citizen
Experience (CX)





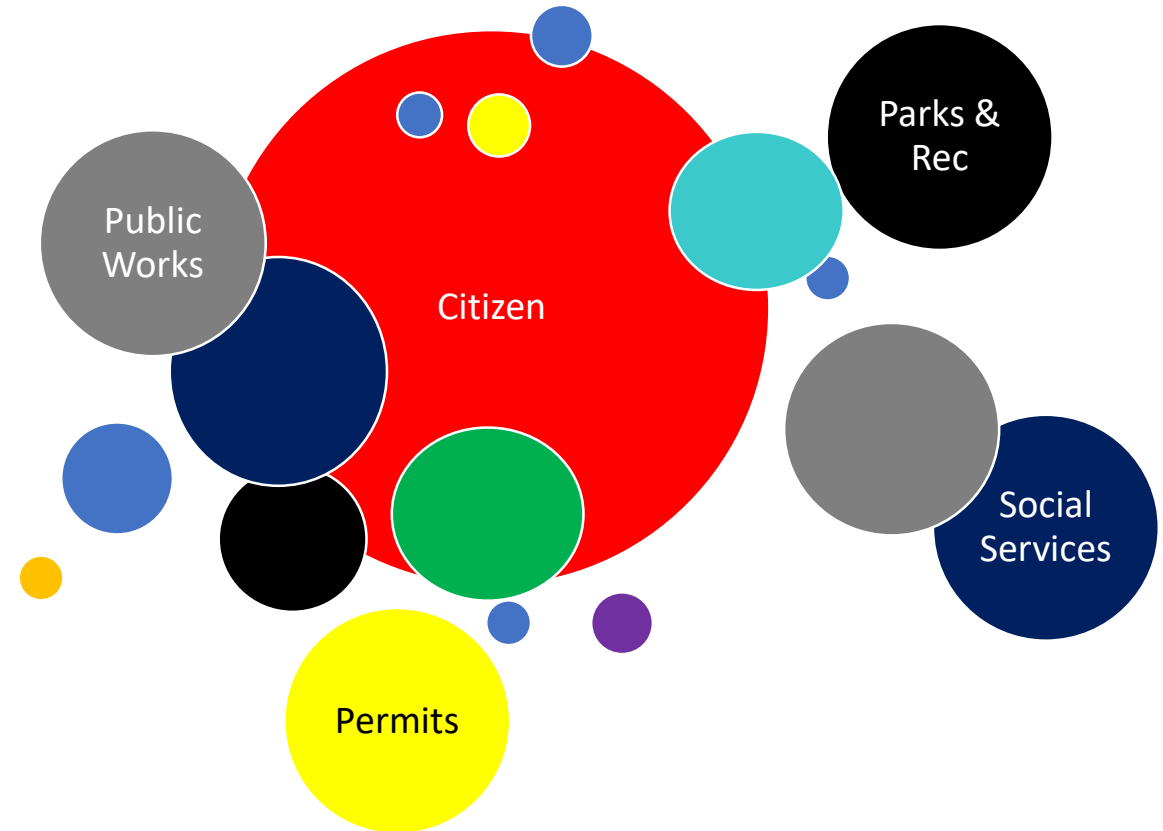
A Visitor's Journey:
Sports Tournament



Common Citizen Engagement Tactics

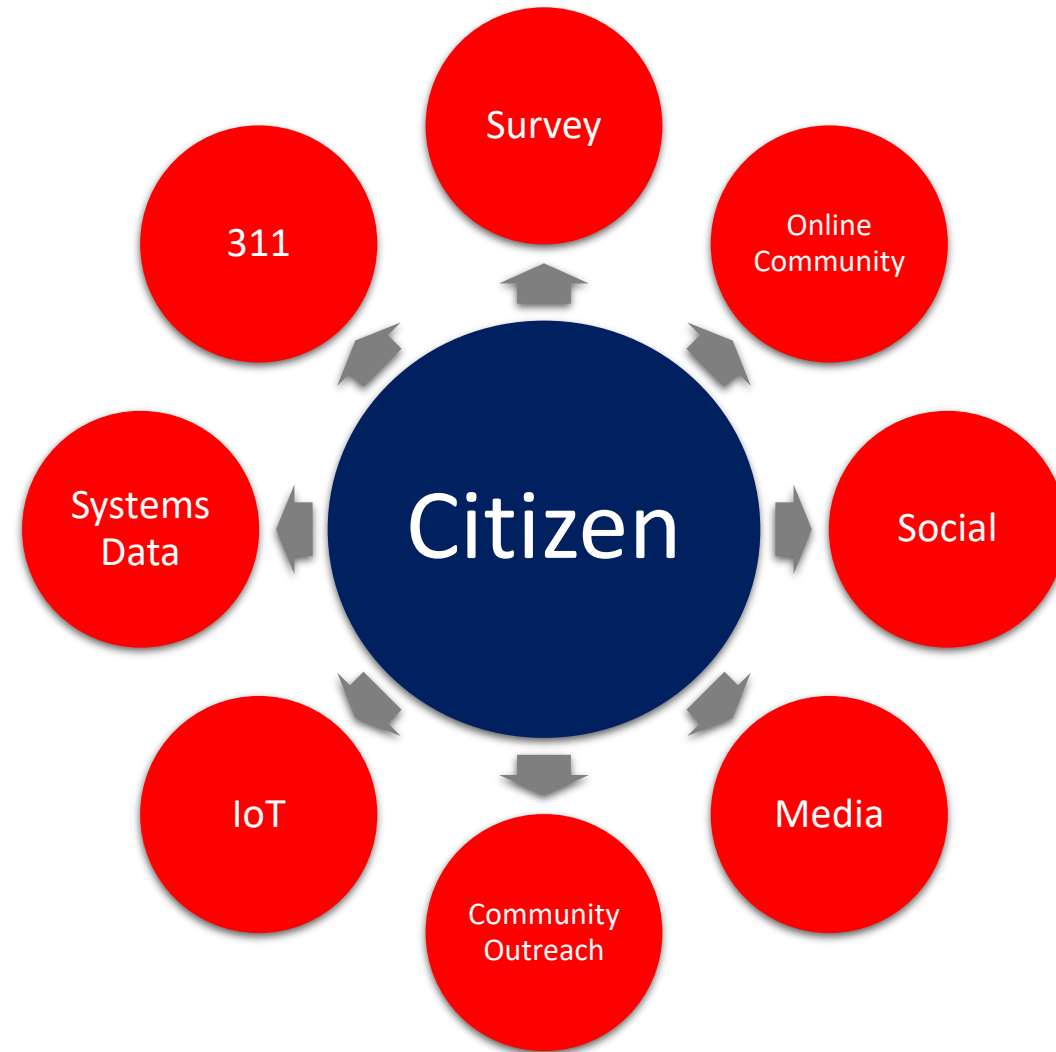
- Surveys
- Social Media
- Community Outreach
- Online Communities
- Internet of Things (IoT) Data
- 311
- Media
- Departmental Systems Data

Disconnected, Disorganized and Devalued





Creating a Winning Citizen Experience Requires Teamwork



The Citizen at the Center



Thoughts and Challenges

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