

Gaining Insights Across Customer Interactions

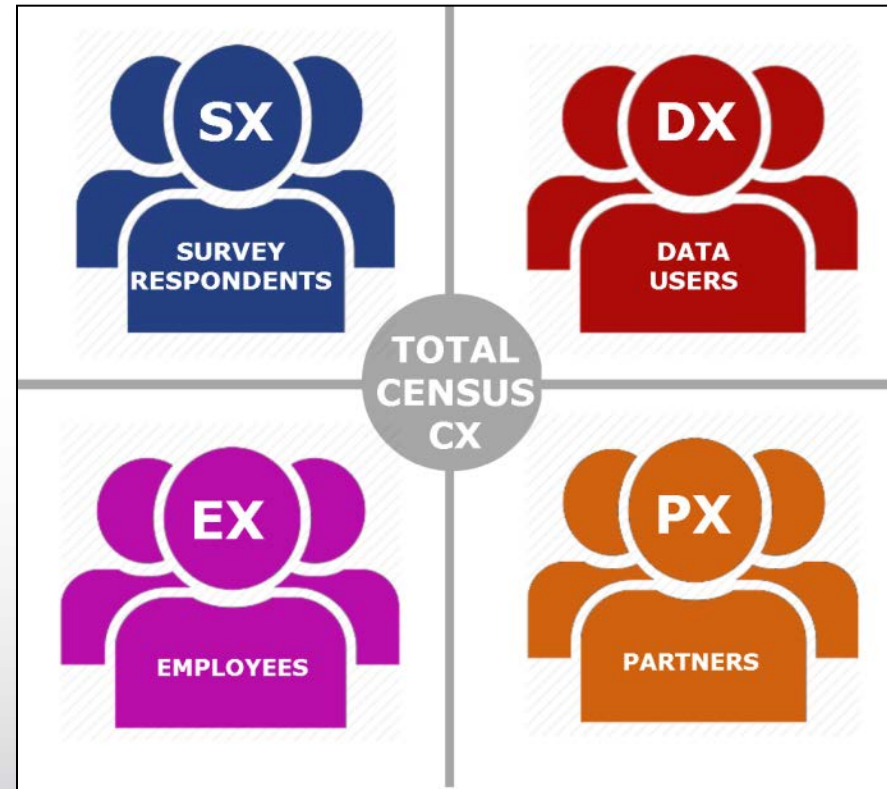
Workshop on Statistical Data
Dissemination and Communication

The Hague, Netherlands, 5 – 7 October 2016

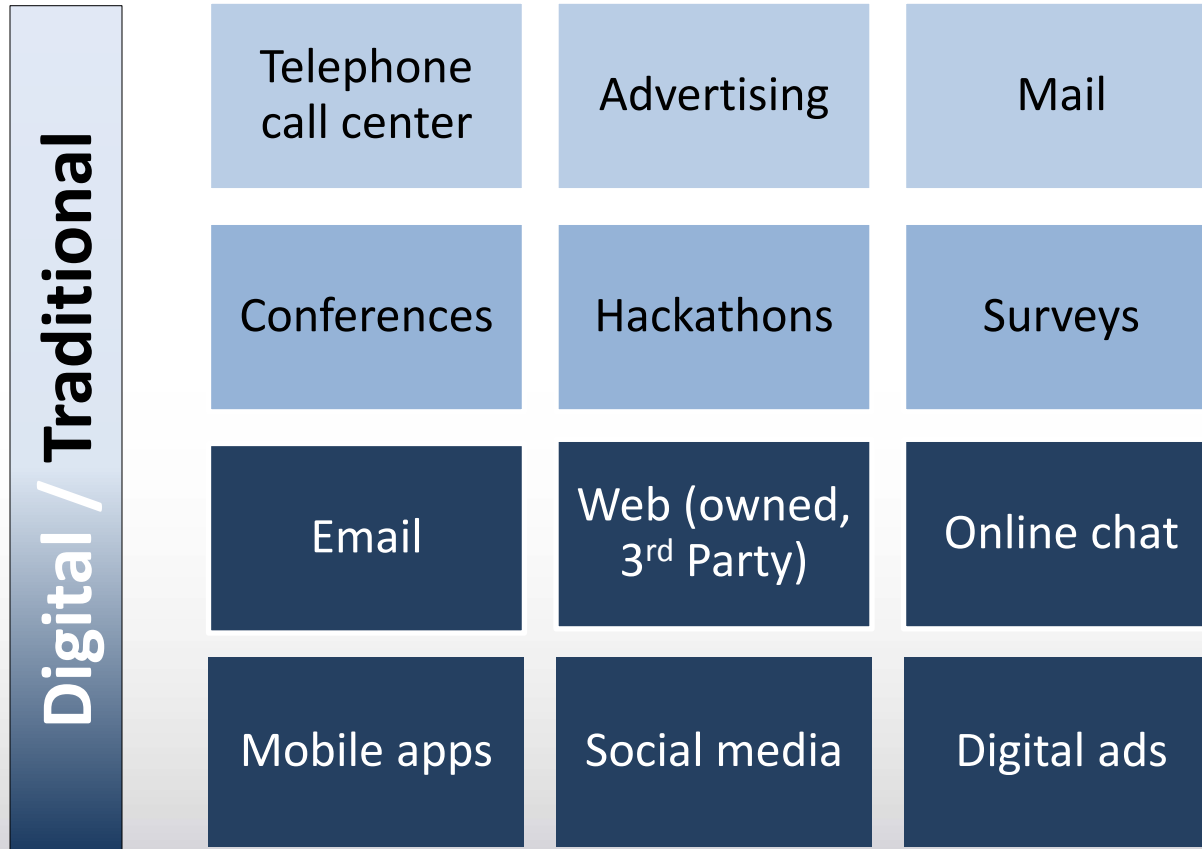
The Total Census Customer Experience (CX)

Census Total CX consists of:

- **SX**= **S**urvey Respondent e**X**perience
- **DX**= **D**ata user e**X**perience
- **PX**= **P**artner e**X**perience of intermediaries
- **EX**= **E**mployee e**X**perience
- Each affects the other
 - E.g., Data use may influence survey response



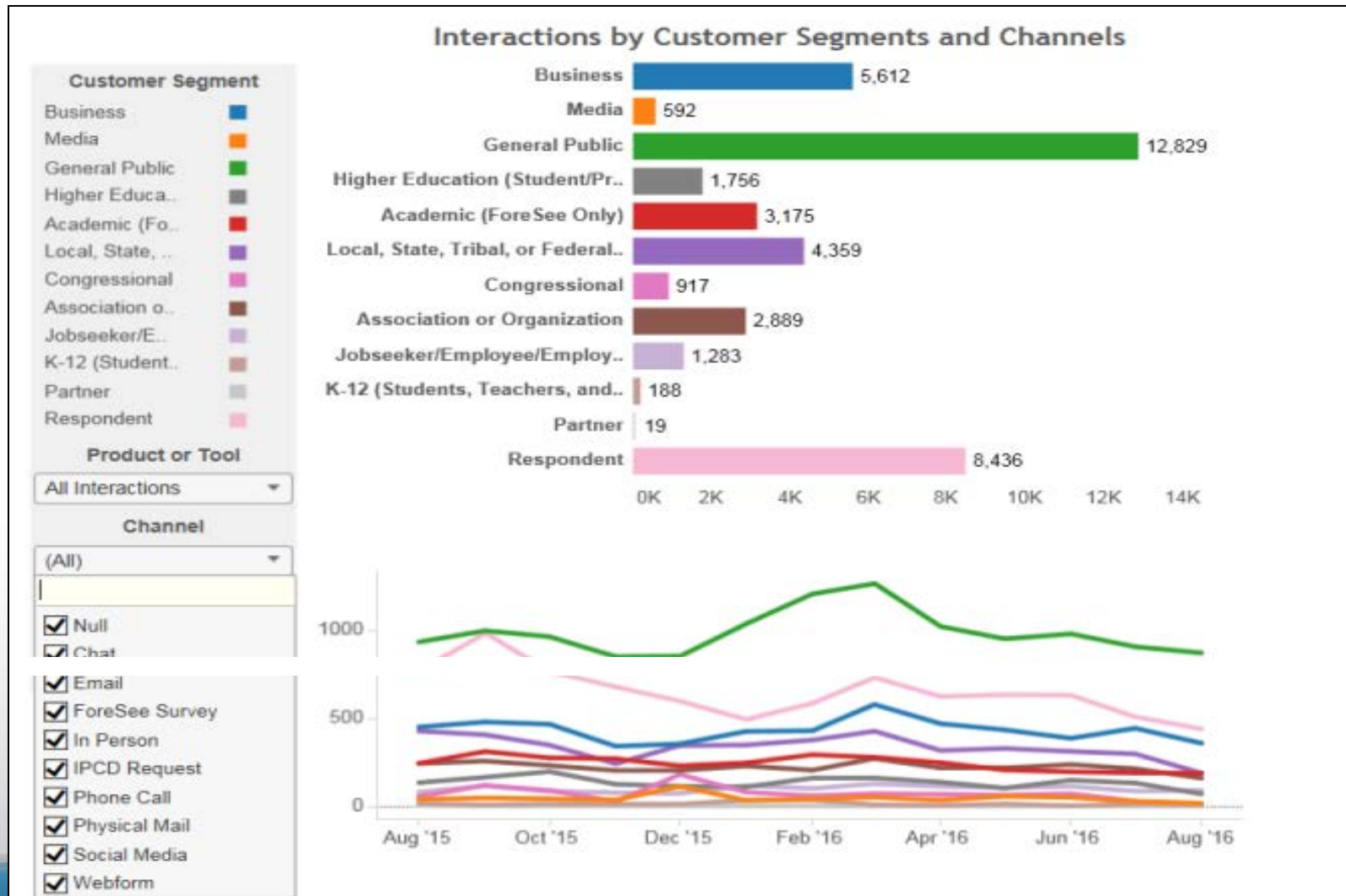
Customer Touchpoints



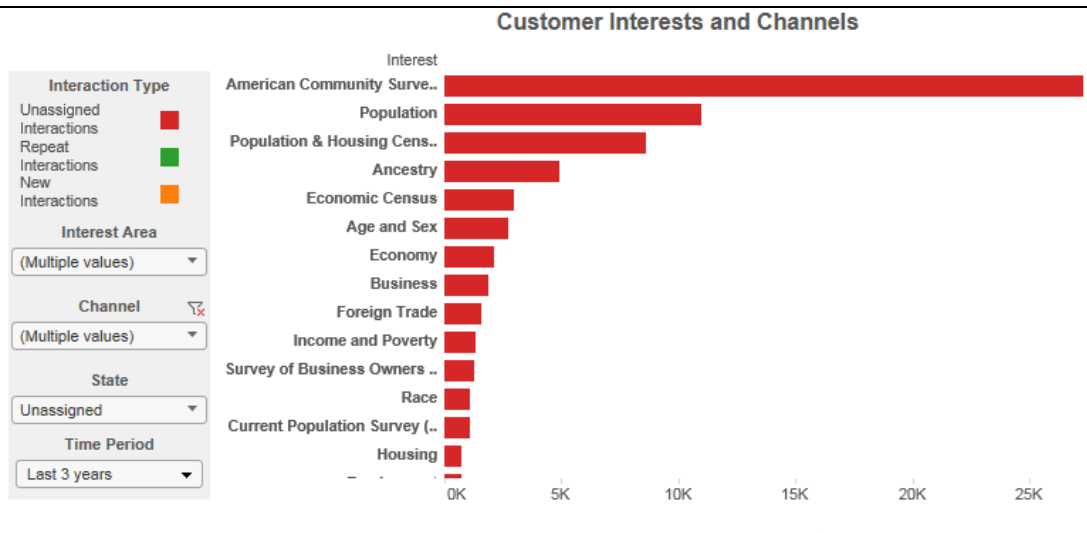
With a Flexible and Scalable Design, Integrated Analytics Enable:

- A framework for the integration of customer experience data.
- User-friendly, interactive customer information dashboards from across sources.
- Data leveraged from across data sources to drive customer-centric decisions about data products and services.
- A guide to the more exhaustive sources of information after seeing high level patterns or relationships in one place
- A better overall understanding of our customers
- A more holistic view of customer experiences and concerns

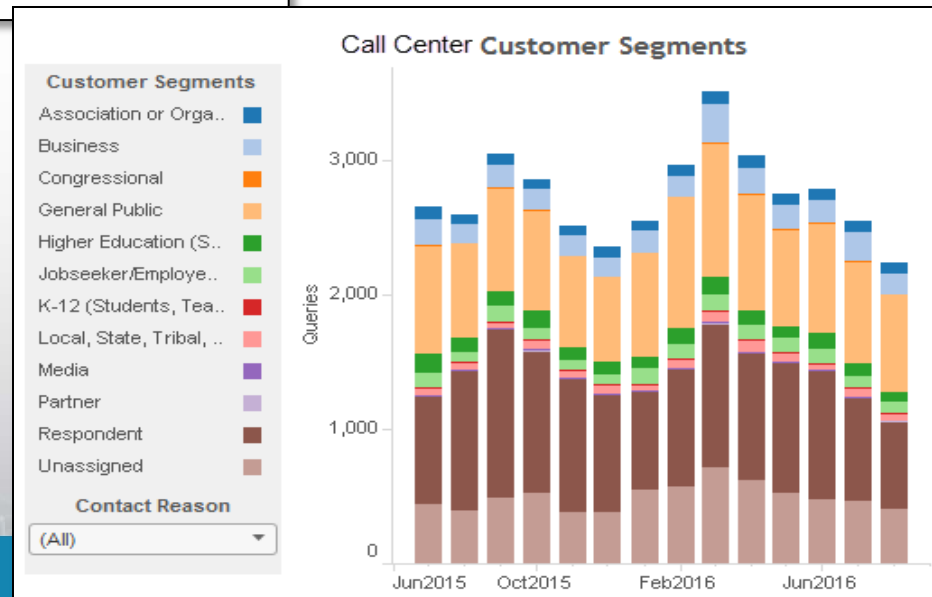
Customer Segments Across Interaction Channels



Customers Contact the Census Bureau in Different Ways for Different Kinds of Information



Ancestry (and passport assistance, associated with ancestry and past decennial census information), is a popular topic among callers



Popular Tools Lead Digital Interactions

Customer Interests and Channels

Interaction Type

- Unassigned Interactions ■
- Repeat Interactions ■
- New Interactions ■

Interest Area

(All) ▼

Channel x

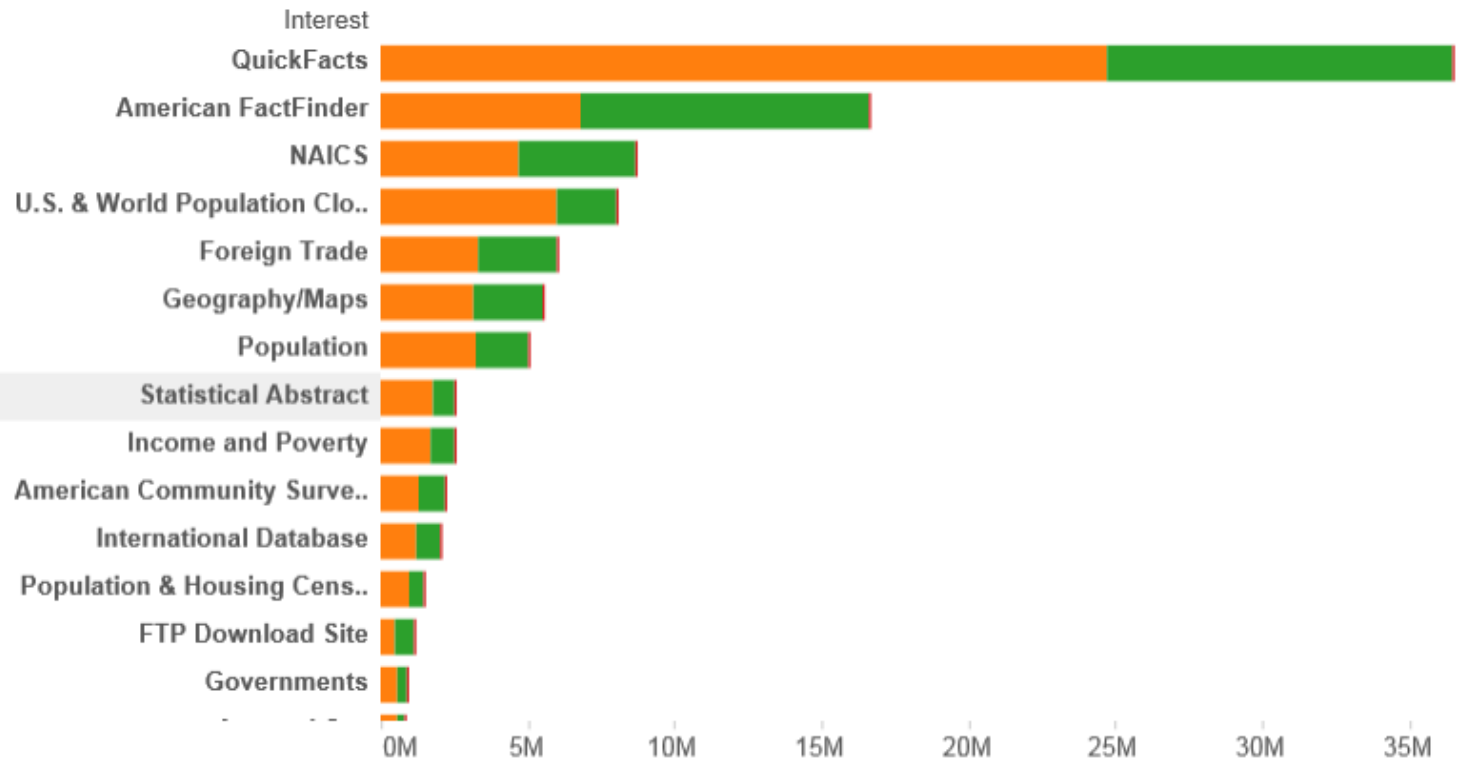
(Multiple values) ▼

State

(All) ▼

Time Period

Last 3 years ▼



Personal Interactions Inform on Topics and Services

Customer Interests and Channels

Interaction Type

- Unassigned Interactions ■
- Repeat Interactions ■
- New Interactions ■

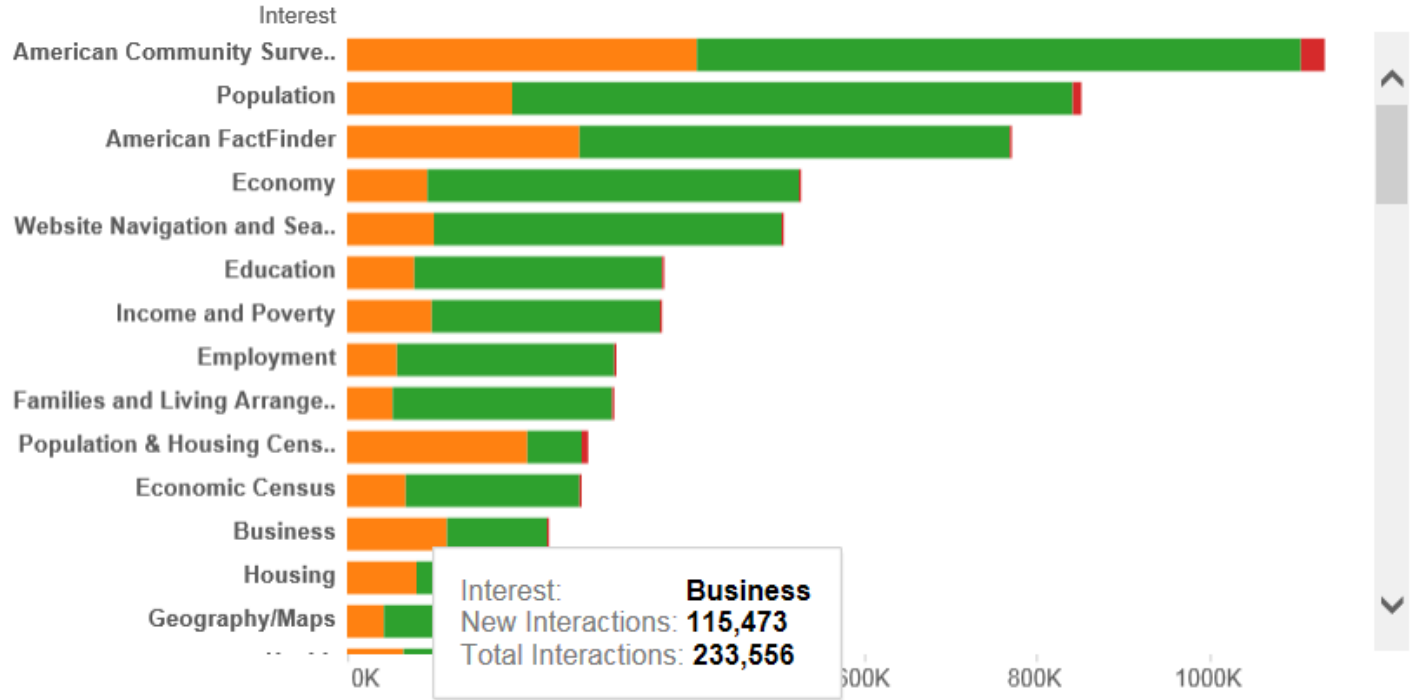
Interest Area ▼

(All) ▼

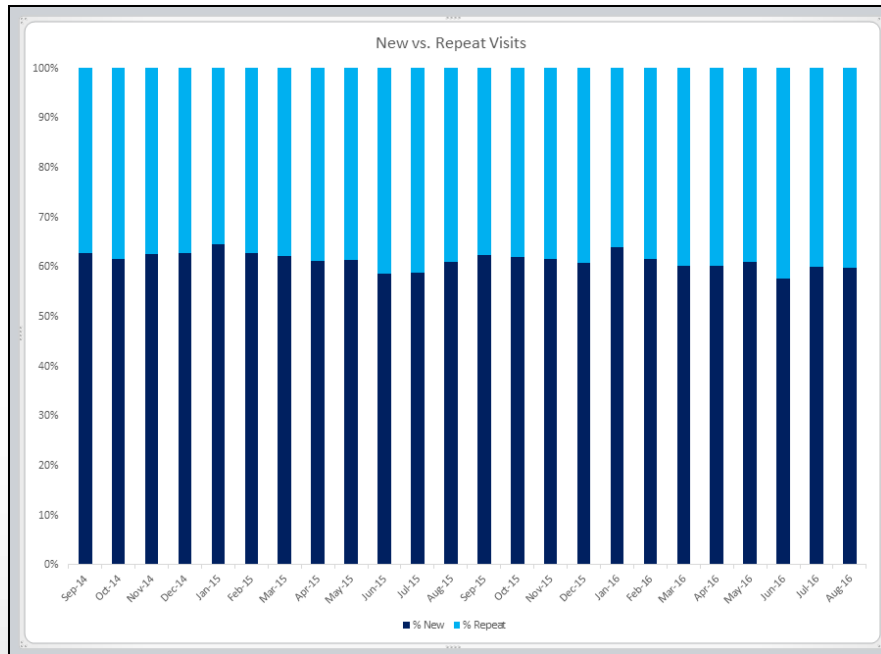
Channel ▼

(Multiple values) ▼

- (All)
- Null
- Chat
- Email
- ForeSee Survey
- In Person
- IPCD Attendee
- Phone Call
- Physical Mail
- Social Media
- Webform
- Website Visit

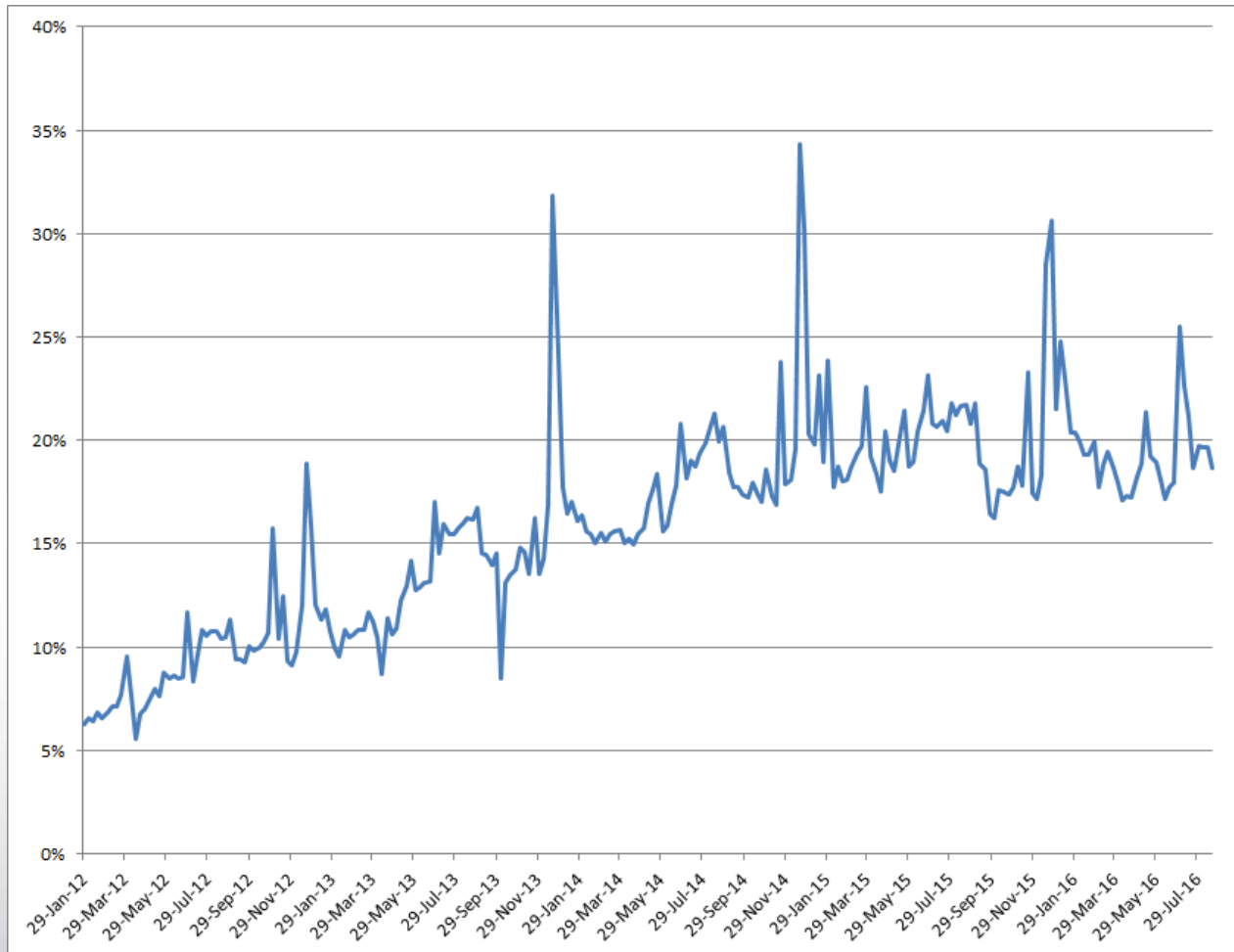


New Visits Outpace Repeat Visits



- New, first-time visitors (or visitors who clean out their cookies) are consistently a large share of web traffic.
- This insight helps prioritize features and functionalities for new visitors to the census.gov website—users who may be less familiar with census data or specific programs, or less willing to learn complex data tools.
- Future research will show us whether certain topics of interest are dominated by return visitors.

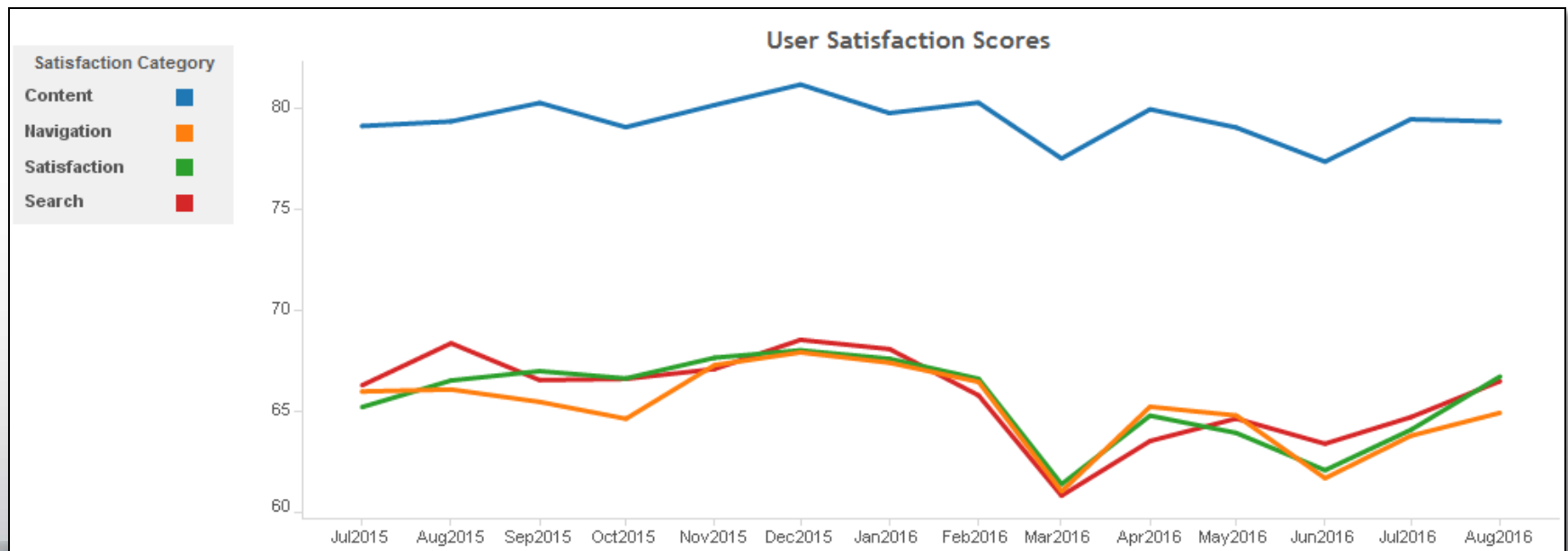
Use of Mobile Access is Growing



- We see spikes in the percentage of mobile traffic around holidays.
- Mobile users are more likely to arrive via search engines.

Customer satisfaction indicators can highlight trouble

Dips in satisfaction scores can be correlated to other issues of website performance, timeliness of data, or even census/survey operations. This in turn helps us prioritize ideas for continued improvements.



Search Is Largely Tied with Customer Satisfaction

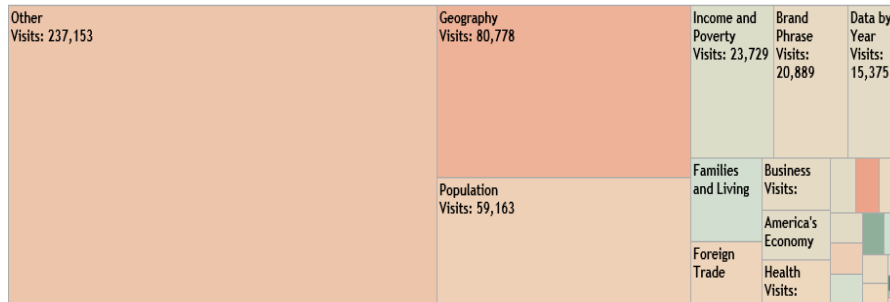
- About 20% of users exited the site after seeing search results and about 65% of users clicked a link on the first page of search results (needs further research).
- For those users that exited the site after a search, about 28% used a search term categorized as Population or Geography
- Users who type either overly generic or overly specific internal search terms are likely to give lower satisfaction scores for their census.gov experience.
- Adding more sophisticated triggers of search suggestions (e.g. a keyword of "GIS" could be augmented with suggestions of "Gazetteer Files" or "Tiger Shapefiles") may improve satisfaction.
- Expanding "best bets" to include non-Census links based on frequent unsuccessful search categories may ease customer frustration.

Leveraging Dashboards to Drive Prioritization

Visit to Downloads Conversion by Search Category - Internal Search

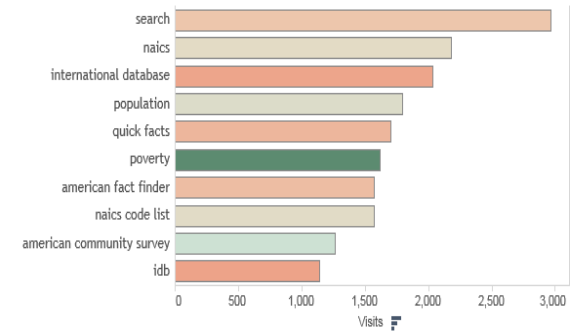
Size represents visits and color visit to download conversion

"What is the number of visits and how many visits became downloads for a search category?"



Top 10 Search Phrases - Internal Search

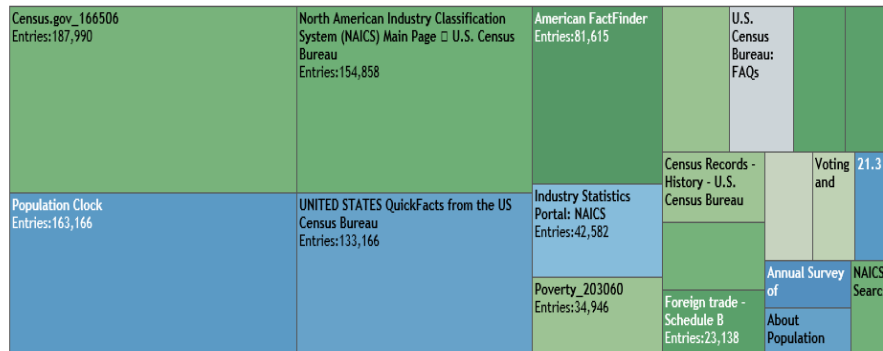
"What are the Top 10 Search Phrases and the what is the Visit to Download Conversion for that phrase?"



Bounce Rate by Page - External Search

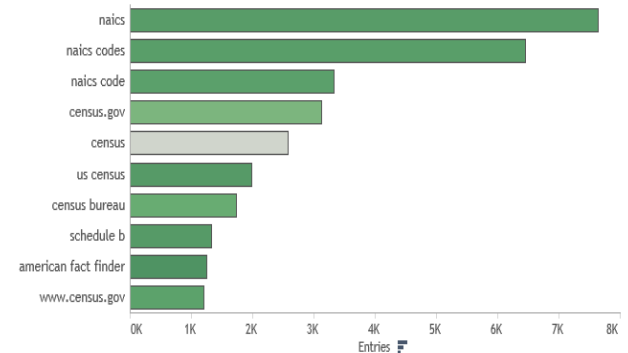
Size represents entries and color Bounce Rate

"How many visits started on this page (Entries) and for what percentage of those visits it was the only page visited on Census.gov?"



Top 10 Search Phrases - External Search

"What are the Top 10 Search Phrases and what is the Bounce Rate of that phrase?"



The screenshot shows the United States Census Bureau website with search results for 'Maryland Population'. The search bar at the top left contains the text 'Maryland Population'. The search results are displayed in a list format on the left side of the page, with a 'Quick Answer' box at the top showing 'Maryland | 2019 Population Estimate' and '6,006,401'. Below this, there are several search results for various Maryland counties and the state as a whole, each with a 'Quick Facts' link. On the right side of the page, there is a 'Quick Facts' panel for Maryland, which provides a summary of key statistics for the state, including population, income, and education. The panel is titled 'Maryland' and lists various metrics such as '2019 Population Estimate', 'Median Household Income', and 'Percentage of population with a high school diploma or higher'. Below the 'Quick Facts' panel, there is a 'Recommended Data Tools' section with a 'Quick Facts' link and a map of the United States.

Search for "Maryland Population"

Quick Answer

- Mapped to Pop Estimates

Info Panel

- Full panel of statistics for Maryland

Chart /Table

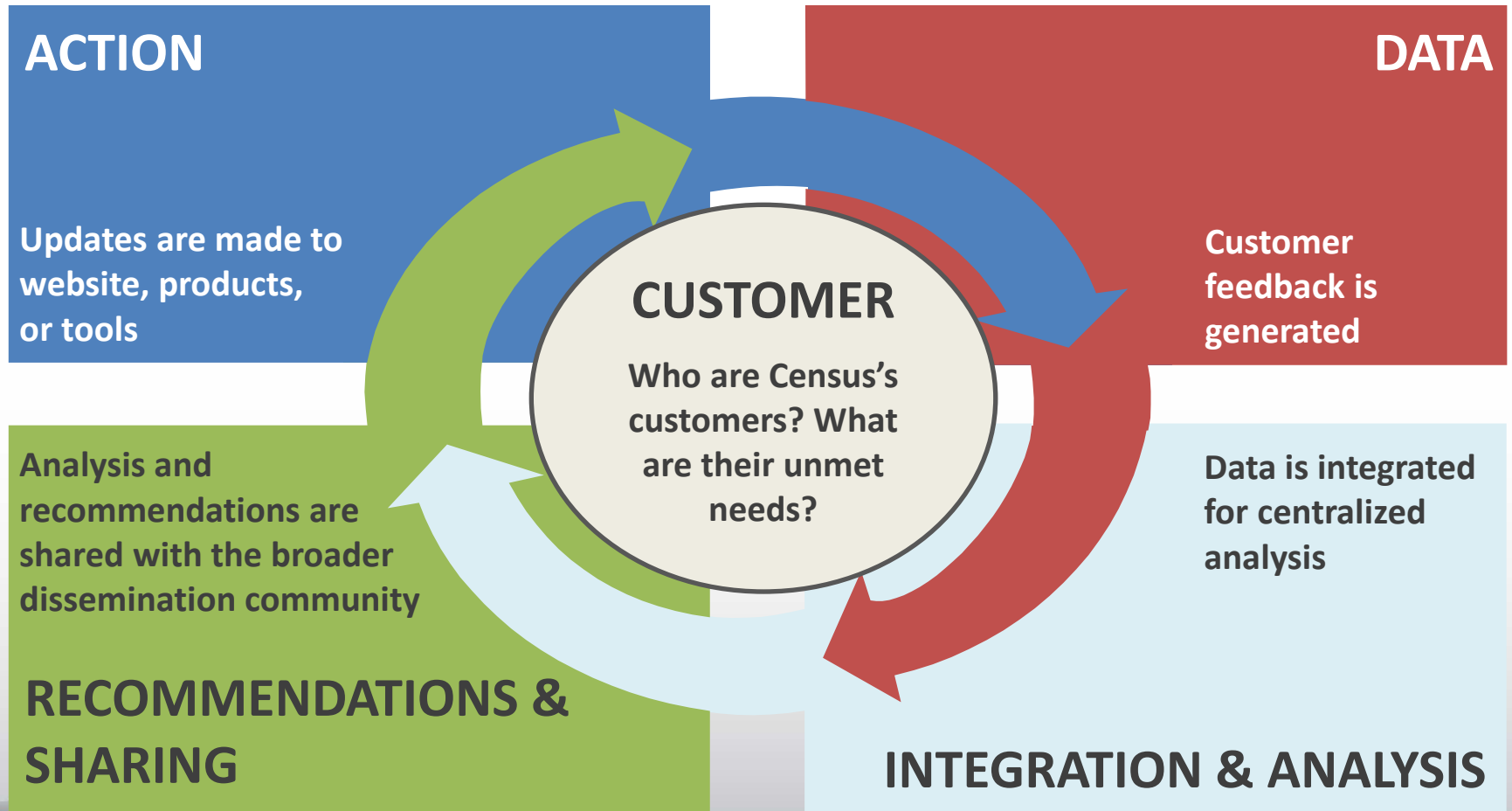
Organic Search Results

Data Tool Recommendation

- Includes deep link to state page in QuickFacts



Moving from Data to Action



Future Work

- Focus on specific, targeted actions and outcomes based on customer analytics (cross-agency analytics team).
 - Prioritize highly accessed content for migration
 - Content for user segments
 - Consistency across site
 - Plain language
- As we gain more experience in this area, update the dashboards to present clearer insights.
- Develop new dashboards by topic and particular areas of interest to help program areas understand their customer segments through easily viewed visualizations.
- Ensure analytics and processes inform CX improvements through future projects for journey mapping, personalization, and other campaigns.