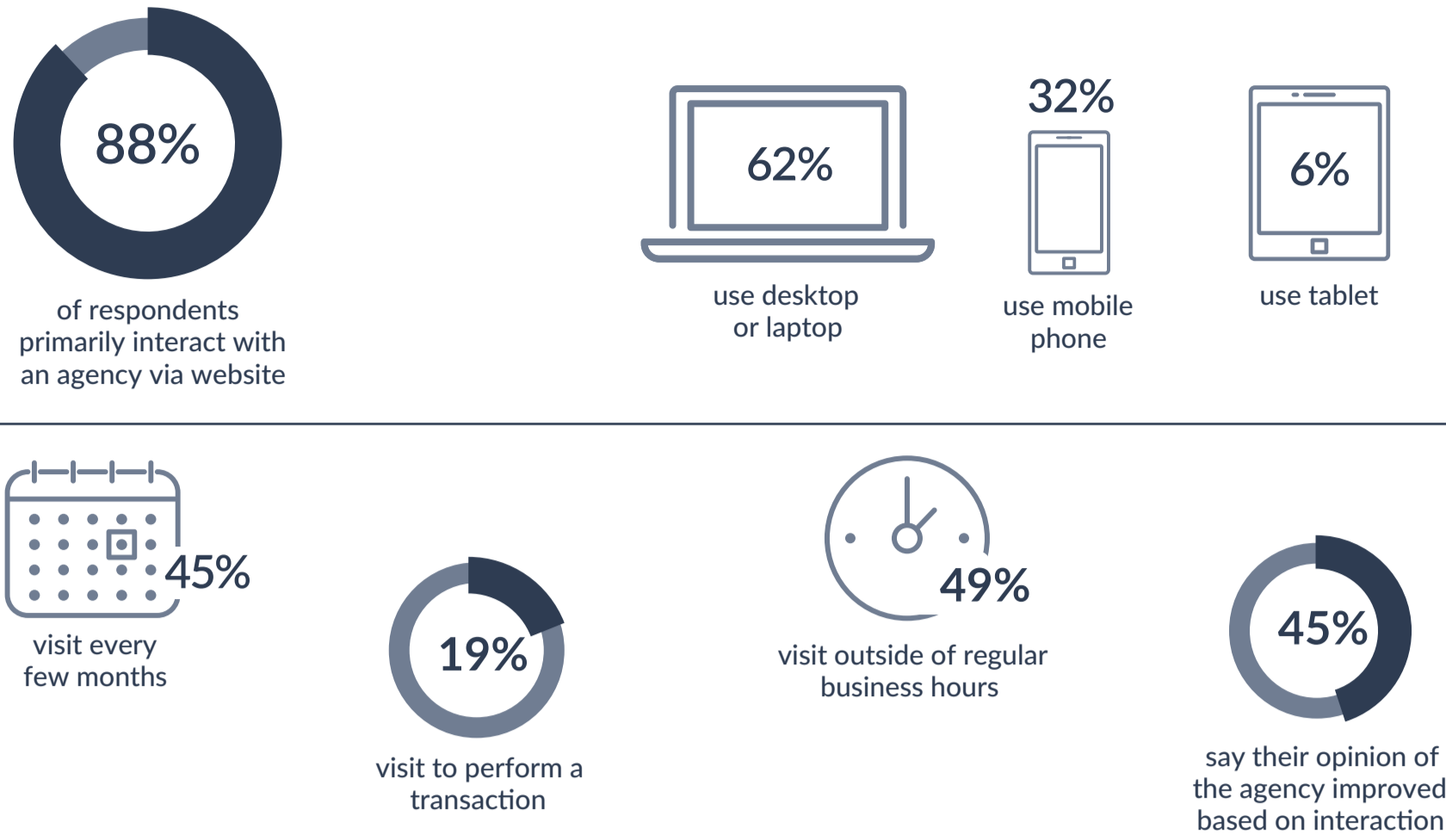
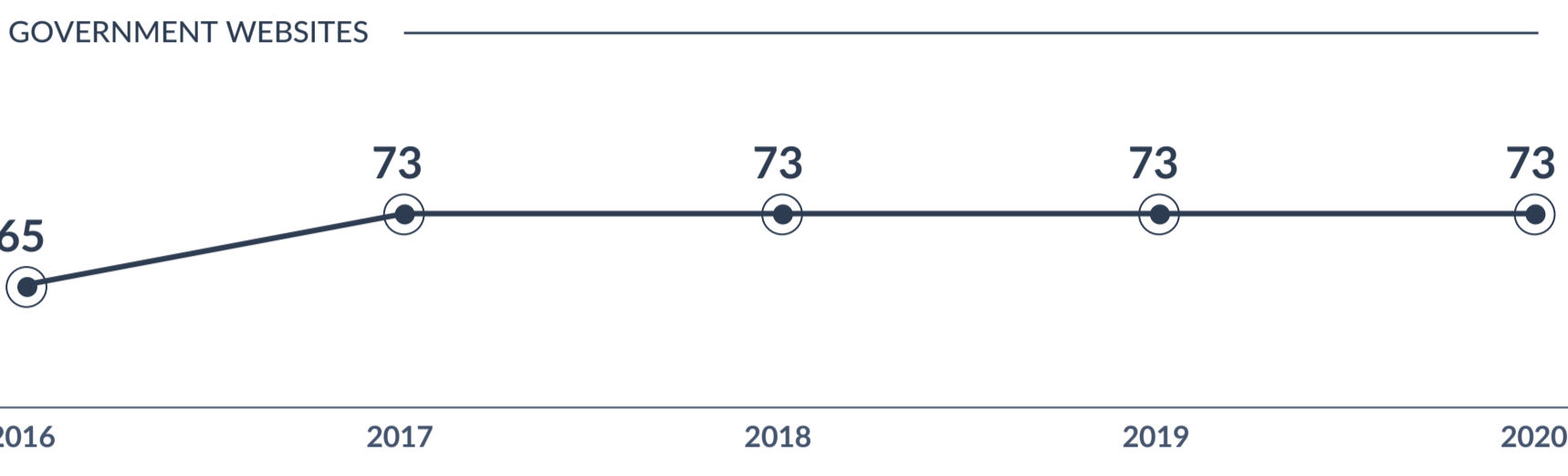


# GOVERNMENT WEBSITES 2020 | TRENDS IN CITIZEN EXPERIENCE

## SURVEY RESPONDENTS AT A GLANCE



## OVERALL SATISFACTION REMAINS FLAT



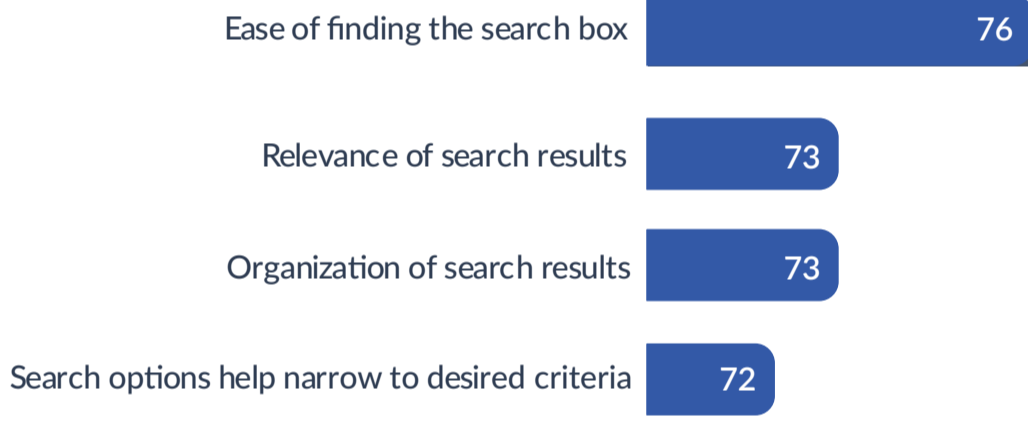
## 1 NAVIGATION AND WEBSITE SEARCH

### SEVEN ELEMENTS OF THE WEBSITE CUSTOMER EXPERIENCE

SCORE	ELEMENT	DESCRIPTION
91	CHAT	Accessible agents who are knowledgeable, effective, and empowered
78	PERFORMANCE	Quick-loading pages and apps that are consistent and error-free
77	CONTENT	Quality, engaging information that is accurate and up-to-date
75	FUNCTIONALITY	Useful features/services helping the visitor to accomplish their specific task
74	LOOK & FEEL	Visually appealing layout that makes information clear and accessible
73	SEARCH	Easy search tool with results that are relevant, organized, and filterable
72	NAVIGATION	Intuitive navigation that allows a visitor to easily find what they need

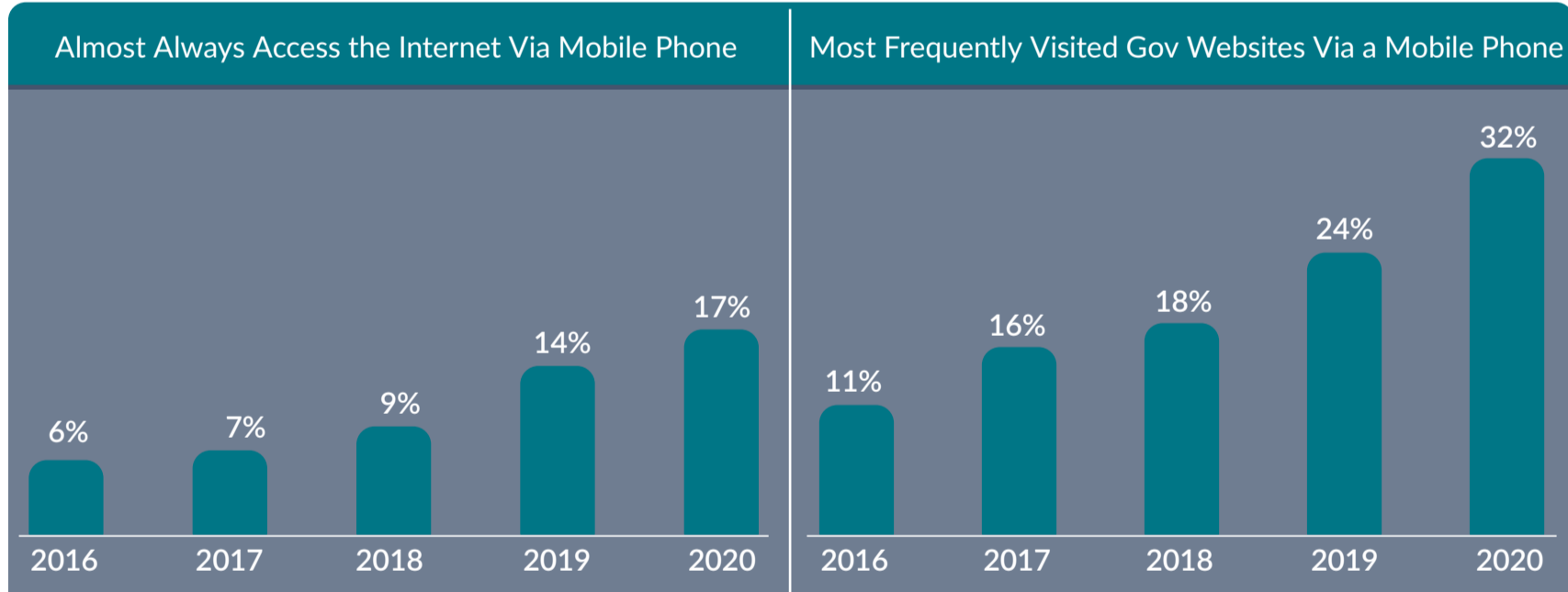
*Low scores for navigation and search make them opportunities for improvement indicating the need to give these elements consideration when developing new website plans.*

### SEARCH FUNCTION PERFORMANCE SCORES



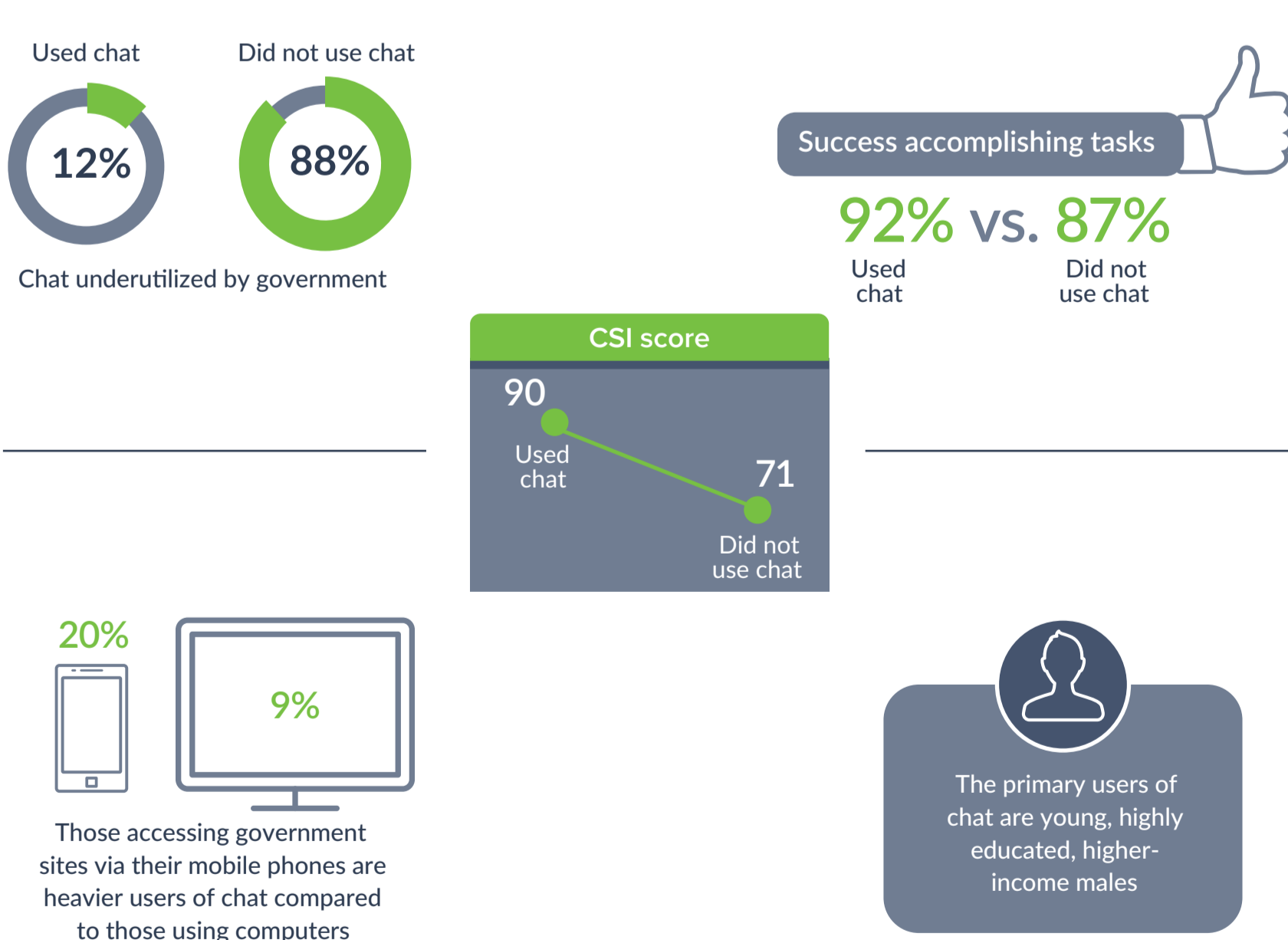
## 2 MOBILE ACCESS

### PERCENT OF WEBITE VISITORS



## 3 CHAT AND SELF SERVE

### CHAT IS A BIG WIN FOR GOVERNMENT WEBSITES



### GOVERNMENT WEBSITE SELF-SERVICE FAILURES

*Data from CFI Group's Government Contact Center Satisfaction Index (GCCSI) study shows that when citizens try to self serve on a website and fail, it is primarily to get information about a policy, rule, or regulation. Others are on agency websites to request benefits, file a complaint, or make an appointment. Agencies with websites that provide details on policies, rules and regulations as well as opportunities to transact online will provide those who are open to self serving the flexibility and convenience to do so, using a less costly channel.*

### IMPROVED WEBSITES COULD SPELL SIGNIFICANT SAVINGS



1. Digital Analytics Program, which collects web traffic from around 400 executive branch government domains across about 5,700 websites, including every cabinet-level department  
 2. CFI Group 2020 Website Satisfaction Research  
 3. An estimate of the average cost of completing a call through federal contact centers  
 4. An estimate of the average cost of an office visit to a federal agency local office