



Virginia Information Technologies Agency

Valued Customer Experience

Zeta Wade

Customer Account Manager, VITA

CIO Council Meeting

Nov. 14, 2012



Define Valued Customer Experience

- Identify key customer interactions
- Map interactions
- Identify “moments of truth” (those that shape the customer’s perception of the interaction)
- Identify needs for improvement:
 - Processes
 - Procedures
 - Communications
 - Tools



Proposal

- Use the valued customer experience as an opportunity for AITR work group collaboration
- At the December AITR meeting – focus on five “most important interactions” with VITA
 - Those that are challenging
 - Those that are successful



Proposed Next Steps

- CIO Council identify initial list of most important interactions
- Email to the AITRs asking for additional input via survey
- Use clickers at the AITR meeting to prioritize top five interactions
- Use facilitated discussion groups at the December AITR meeting to drill into the top interactions and identify “moments of truth”



Proposed Timeline

Date/Range	Tasks
11/14	CIO Council meeting; input to list of interactions
11/16	Email out to AITRs
11/19 – 11/27	Follow-up with AITRs
11/29	5 p.m. deadline for AITR responses
11/30	Questions prepared for work group discussion
12/3 – 12/7	Compile results; prepare for clickers; send results to CIO Council planning team
12/11	Prep for AITR meeting complete



Virginia Information Technologies Agency



Discussion