

Course No. 1739

Government Service Design & Customer Experience Training Course

GOVERNMENT OPERATIONS & SERVICE EXCELLENCE
GOVERNMENT & PUBLIC SECTOR

DURATION

5 Days

DELIVERY

Classroom



Course Overview

The Government Service Design & Customer Experience Training Course provides a strategic and practical framework for enabling government entities, ministries, and public-sector organizations to design more accessible, efficient, integrated, and citizen-centered services. The course focuses on redesigning government services around the needs and expectations of citizens, customers, businesses, and other stakeholders while aligning service experiences with internal processes, policies, systems, and organizational capabilities.

Customer experience has become a critical dimension of modern government service delivery. The quality of a service is not determined only by its final outcome, but also by how easily users can access it, understand the requirements, complete the necessary steps, receive support, and interact with the government across different channels. Improving customer experience therefore requires a comprehensive understanding of the end-to-end customer journey and the operational processes that influence service quality.

The program covers the essential principles and practices of government service design and customer experience, including user research, customer personas, journey mapping, pain-point analysis, service design, service blueprinting, touchpoint design, channel management, process simplification, accessibility, usability, feedback management, and customer experience measurement.

Particular emphasis is placed on moving beyond simply digitizing existing services toward redesigning services around user needs and desired outcomes. Participants will explore how to simplify procedures, improve internal workflows, integrate service channels, manage customer expectations, strengthen accessibility, and use customer feedback and performance data to identify opportunities for continuous improvement.

Through case studies, practical exercises, customer journey analysis, persona development, service blueprinting, pain-point analysis, service redesign, prototyping, and customer experience KPI development, participants will gain practical tools for designing government services that are easier to access, more consistent, more efficient, and better aligned with citizen and customer expectations.

Objectives

- Analyze the core principles of government service design and customer experience management in the public sector.
- Assess existing government services from the perspective of customer needs, accessibility, usability, and service quality.
- Analyze citizen, customer, business, and stakeholder needs and translate them into clear service design requirements.
- Apply user research and feedback techniques to understand customer expectations, behaviors, and pain points.
- Design customer personas and service journeys to identify priority opportunities for improvement.
- Apply service blueprinting techniques to connect customer experience with internal processes, systems, and resources.
- Redesign government services to reduce complexity, unnecessary steps, waiting time, and customer effort.
- Evaluate government touchpoints and channels to create consistent and integrated service experiences.
- Develop performance indicators for measuring customer satisfaction, service quality, accessibility, usability, and efficiency.
- Apply customer feedback analysis techniques to identify appropriate service improvement actions.
- Design practical customer experience improvement initiatives aligned with organizational objectives.
- Develop a sustainable framework for improving government service design and customer experience.

Who Should Attend

This training course is designed for government executives, government service managers, customer experience leaders, digital transformation managers, service development professionals, operations managers, quality and excellence managers, innovation professionals, service designers, and user experience specialists.

It is particularly relevant to ministries, government authorities, municipalities, and public-sector organizations seeking to develop more citizen-centered services, improve service quality, simplify procedures, enhance service channels, and strengthen customer satisfaction.

The program will also benefit business and process analysts, service designers, user experience professionals, digital product managers, project and program managers, performance and data specialists, customer service and front-office teams, and decision makers responsible for government service development, customer experience measurement, service performance, and continuous improvement.

Learning Outcomes

- Explain the principles and concepts of government service design and customer experience.
- Assess existing government services from both customer experience and operational efficiency perspectives.
- Conduct user research and analyze citizen, customer, and stakeholder needs.
- Develop customer personas representing different needs, behaviors, and service expectations.
- Map and analyze end-to-end customer journeys.
- Identify customer pain points, service barriers, experience gaps, and improvement opportunities.
- Develop service blueprints connecting customer touchpoints with internal processes and systems.
- Redesign government services and procedures to reduce complexity, waiting time, and unnecessary steps.
- Design consistent and integrated experiences across digital and physical service channels.
- Develop KPIs for measuring customer satisfaction, service quality, accessibility, usability, and efficiency.
- Analyze customer feedback and translate insights into practical improvement initiatives.
- Develop prototypes and test service concepts before broader implementation.
- Align customer experience initiatives with strategic objectives and organizational performance.
- Develop a practical plan for continuous improvement in government service design and customer experience.

Course Outline

DAY 01

Foundations of Government Service Design & Customer Experience

- Government service design and its role in public-sector transformation
- Customer experience and its key dimensions in government services
- Evolution from traditional service delivery to citizen-centered services
- Understanding citizens, customers, businesses, and stakeholder needs
- Principles of user-centered and human-centered service design
- Assessing service design and customer experience maturity

PRACTICAL APPLICATION

Assess an existing government service from the customer perspective and identify improvement opportunities

DAY 02

Customer Research & Service Journey Mapping

- User and customer research methods
- Collecting and analyzing customer feedback
- Identifying customer segments and different service needs
- Developing customer personas
- Mapping the end-to-end customer journey
- Identifying pain points, barriers, critical interactions, and service gaps

PRACTICAL APPLICATION

Develop customer personas and map the journey of a selected government service

DAY 03

Service Design & Process Redesign

- Principles of government service design and redesign
- Designing services from both customer and provider perspectives
- Service blueprinting and connecting front-office and back-office operations
- Simplifying procedures and eliminating unnecessary steps
- Redesigning internal processes to improve customer experience
- Designing effective and consistent service touchpoints

PRACTICAL APPLICATION

Redesign a government service using customer journey mapping and service blueprinting

DAY 04

Integrated Channels & Customer Experience Measurement

- Designing integrated multi-channel service experiences
- Connecting digital and physical government service channels
- Accessibility, usability, and inclusive service design
- Managing customer expectations and service interactions
- Customer satisfaction and service quality indicators
- Using data and customer feedback to support service improvement

PRACTICAL APPLICATION

Develop a customer experience measurement framework and select appropriate KPIs

DAY 05

Innovation & Continuous Improvement in Government Services

- Service prototyping and user testing
- Using customer feedback to improve service design
- Prioritizing government service improvement initiatives
- Connecting customer experience with strategic objectives and organizational performance

DAY 05 — CONTINUED

- Building a culture of continuous improvement and service innovation
- Service design governance and experience quality management

FINAL WORKSHOP

Develop an integrated Government Service Design & Customer Experience improvement plan covering user research, customer personas, service journeys, pain-point analysis, service blueprints, process redesign, touchpoints, channel integration, accessibility, KPIs, customer feedback, prototyping, service testing, improvement priorities, governance, and continuous improvement.

Register or Request More Information

Course page: <https://quest-training.com/courses/government-service-design-customer-experience-training-course>

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