



# Embrace the digital citizen

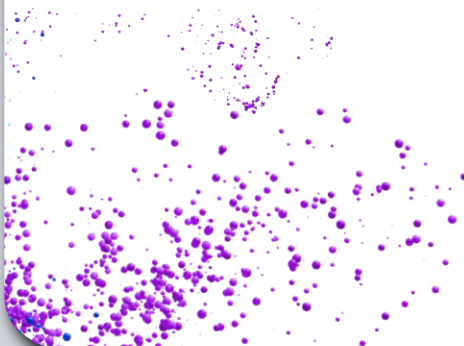
Create public service experiences shaped for individuals

## What is Citizen Experience Excellence?

We've surveyed citizens from 12 UK regions and had over 55,000 survey responses with over 8,500 detailed verbatim comments. This is our 3rd year of collating the Citizen Experience Excellence report underpinned by the Six Pillars of Customer Experience – grounded in 14 years of research, 40 global markets and 4,000 brands evaluated globally.

## Our research into citizen experience

For the last 14 years, we've looked at how the world's best organisations connect customer experience excellence to lower costs and faster growth. The Six Pillars of experience excellence have been repeatedly established as the universal set of emotional qualities. They define every outstanding customer experience which can create loyalty and drive growth. More relevant than ever, these pillars are providing businesses with an essential way to navigate the coming change.



### Pillar & Definition

### 2023 key findings



#### Integrity

Being trustworthy and engendering trust

**30%** said public sector organisation did not act in their best interests  
**22%** said public sector organisation were not open and honest



#### Time and effort

Minimising customer effort and creating frictionless processes

**47%** said that staff did not go the extra mile  
**39%** said that their issues and concerns were not resolved quickly and effectively



#### Resolution

Turning a poor experience into a great one

**41%** said they were not proactively informed and kept up to date  
**36%** said it was not made clear where they were in the process



#### Personalisation

Using individualised attention to drive an emotional connection

**45%** said they could not get to the right place or person at first attempt  
**38%** said staff were not available to help them



#### Expectation

Managing, meeting and exceeding customer expectations

**42%** said they were not recognised as an individual  
**36%** they were not given options to ensure the service met their needs







#### Empathy

Achieving an understanding of the customer's circumstances to drive deep rapport

**33%** said they did not feel reassured and cared for  
**32%** said that their personal situation was not taken into account

## There has been an 11% decline in citizen satisfaction between 2021 and 2023

How can we arrest this decline through focussing on 3 key themes?

<b>1. Balance reducing costs with service delivery</b>	 <p>Resolution has the greatest impact on increased satisfaction, causing an increase of <b>9%</b> when done well...</p>	 <p>...however <b>45%</b> of citizens could not achieve first contact resolution, decreasing satisfaction by 17%</p>
<b>2. Embrace new technology to enhance delivery</b>	 <p><b>15%</b> increase in satisfaction when citizens use digital channels...</p>	 <p>...however citizens still use slow, high cost channels over <b>50%</b> of the time</p>
<b>3. Understand what matters most to build trust</b>	 <p><b>86%</b> of citizens are confident that their data is secure...</p>	 <p>...however <b>30%</b> said that the public sector did not act in their best interests, decreasing satisfaction by 27%</p>



## Contact us

We bring cost, value, and trust together while wrapping our culture and learning expertise around it, ensuring design is simple, cohesive, and implementable.



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### What our clients say



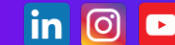
We had an ambitious strategy that would require us to undertake the largest public sector technology transformation to data in the UK. KPMG Came to the table with a set of accelerators and tools that could help us move quickly, confidently and with our eyes clearly focused on our residents and business."

**Graham Farrant**  
CEO, BCP Council



The KPMG UK team worked with us to centre our efforts on passenger outcomes, rather than simply implementing a technology, BODS has made the national bus network more reliable, more transparent and more accessible."

**John Wilkin**  
Deputy Director, Travel and Environment Data and Statistics  
Division, Department for Transport



[kpmg.com/uk/citizenexperience](https://kpmg.com/uk/citizenexperience)

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