

Moving from Providing a Service  
to Creating an Experience



Meredith Garcia, Texas Comptroller of Public Accounts

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*Customer*  
**Experience**

2



3

Priorities

Processes

People

4



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<b>Traditionalists</b>	<b>Baby Boomers</b>	<b>Generation X</b>	<b>Generation Y</b>	<b>Generation Z</b>
<ul style="list-style-type: none"> <li>• 1922-1945</li> <li>• Experienced</li> <li>• Loyalty to company</li> <li>• Appreciate Sacrifice</li> <li>• Job for life</li> </ul>	<ul style="list-style-type: none"> <li>• 1946-1964</li> <li>• Dedication to work</li> <li>• Ability to forge career built on upward mobility</li> <li>• Commitment</li> </ul>	<ul style="list-style-type: none"> <li>• 1965-1980</li> <li>• Open minded</li> <li>• Appreciate diversity</li> <li>• World citizens</li> <li>• Competitive</li> </ul>	<ul style="list-style-type: none"> <li>• 1981-1996</li> <li>• Career path determined by switching roles</li> <li>• Keen on mobility</li> <li>• Socially vocal and aware</li> </ul>	<ul style="list-style-type: none"> <li>• 1997-2012</li> <li>• Critical and selective</li> <li>• Career multi-taskers</li> <li>• Technology is intuitive</li> </ul>

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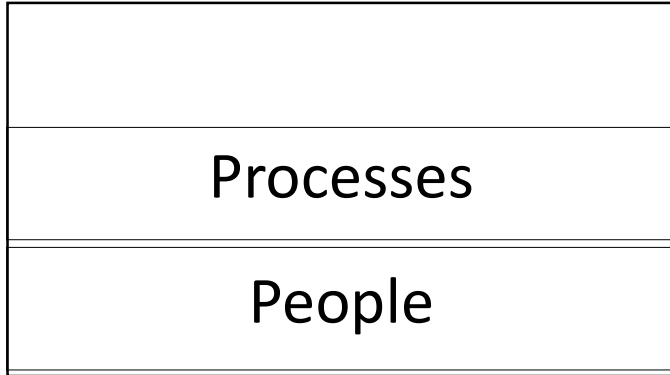
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
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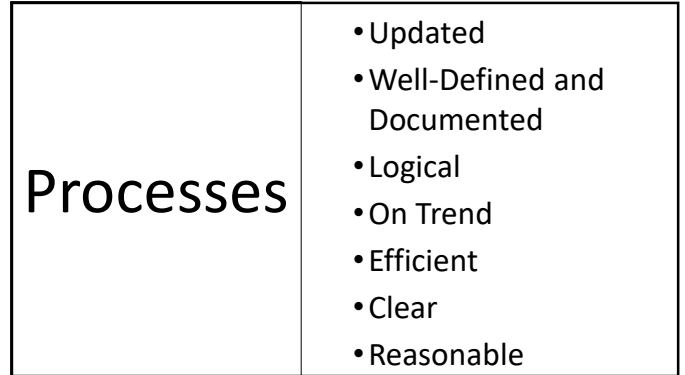
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<h1>People</h1>	<ul style="list-style-type: none"> <li>• Who is your ideal team member?</li> <li>• What level of customer service do they provide?</li> <li>• How do they make your customer feel?</li> </ul>
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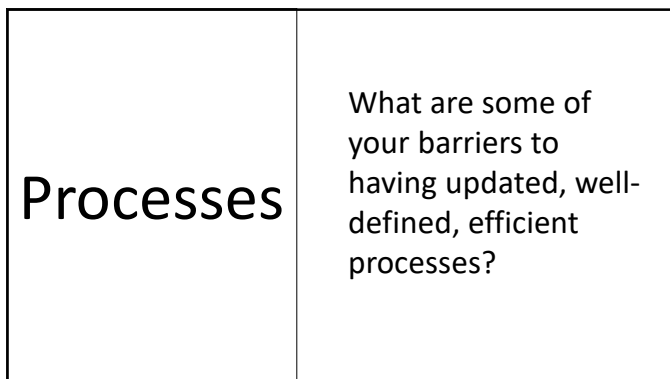
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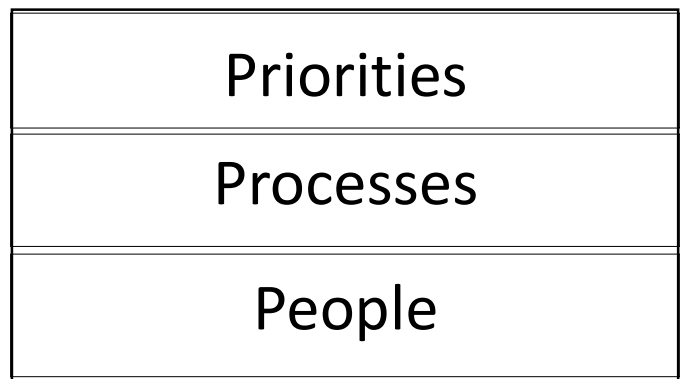
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## Priorities

- What are your service priorities?
- Are they clear to the team?
- How do you want your customers to feel after their experience?

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## Priorities

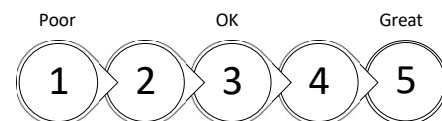
- Big Picture Vision
- Connection to Purpose
- Customer Service Mindset
- If...Then...
- If all else fails...

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What is the experience like for your customers?



What can you do to get closer to a 5 in each area?

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“Even if you’re on the right track, you’ll get run over if you just sit there.”

– Will Rogers

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