

qualtrics^{XM}

Experience Management for Government

How to drive positive outcomes
for residents and employees

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INTRODUCTION

**Experience is in
the spotlight**

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Experience is in the spotlight

For the public sector, resident and employee experience are in the spotlight like never before.

As government agencies and organisations in Australia, New Zealand, and across the globe have responded to the continued impact of the pandemic, the needs, behaviours, and attitudes of their residents and employees have evolved.

For most residents and employees, this is a new way of operating. And as the world continues to move forward few will want to return to the old ways of doing things.

It's a reality that means the coming months are critical for public sector organisations as they continue to navigate and adapt to changes caused by the pandemic. Because while some normalcy could return, expectations will continue to change - and all levels of government will have to adapt to maintain relevance, engagement, and ultimately trust.

To help you make sense of this new reality, we asked 1,500 people across Australia and New Zealand to better understand how they engage with government agencies as residents and employees, their satisfaction levels, and the changes they want to see implemented to help improve the ways they experience the world.



Australians have seen a new and emerging standard from the public sector and they won't easily accept a reverse of this, rather they will demand consistency across touchpoints and a culture of continuous improvement to ensure service delivery standards keep pace with increasing expectations."



SECTION 1

The impact of resident & employee experience in the public sector

The impact of resident & employee experience in the public sector

Improving resident experience in the public sector needs to be a priority.

In Australia and New Zealand, 83% of respondents said government agencies need to improve the resident experience. In particular, people wanted to see customer service, communications, and ease of use for products and services improved the most.

The impact of poor experiences in the public sector cannot be understated - it affects how a quarter of people vote and how they comply with health orders:

53%

**said their
experience affects
how they vote**

66%

**said it influenced
their decision to get
a COVID vaccine**

It's not just residents that public sector needs to worry about

Despite 86% of public sector employees saying they are engaged at work, research from Qualtrics shows almost 40% of people in the industry plan to quit their jobs in 2022. It means agencies need to prioritise the employee experience to ensure they are able to attract, retain, and develop talent.

38%

said the public sector recruitment process was below their expectations

8%

said they would not apply for a job in the public sector again

12%

said they would not recommend people to apply for a job in the public sector



To meet the needs of the sector's changing workforce, findings from Qualtrics' 2022 Employee Experience Trends report highlights key areas for employers to focus on to increase intent to stay:

- + Helping individuals meet their career goals
- + Creating a culture of belonging
- + Prioritising employee well-being
- + Setting a strategy employees agree with
- + Cultivating a culture of customer-centricity

The future of public sector

Discover how to unlock the value of great experiences as Transport for NSW, EY and Integrated Health Information Systems (IHiS) join Qualtrics to discuss the steps they've taken to design world-class resident and employee experiences, and then continually improve them.

WATCH NOW

SECTION 2

**Hybrid environments are key
to great resident experiences**

Hybrid environments are key to great resident experiences

Digital adoption has surged during the pandemic, with 59% of respondents increasing their use of government digital platforms since the beginning of 2020.

As government agencies look to design new and improved experiences for 2022 and beyond, digital is going to be critical in helping residents find information and engage with services.

Almost half (47%) told us they now expect to access government services digitally most or all of the time, with 36% saying at least some of the time. The adoption of digital for the public sector is positive news given a third (32%) of respondents said they are more satisfied using digital services.



COVID-19 services including proof of vaccination status, contact tracing and check-ins came out on top when respondents ranked government services by satisfaction. This has raised the bar for how government agencies interact with residents and opens the door for changes to other services, from health and education to transport and infrastructure.

The top rated digital platforms in government

- | | | | |
|-----------|-------------------------------|-----------|---------------------------------------|
| 01 | Vaccination status | 07 | Education |
| 02 | COVID tracing/check-in | 08 | Communications & Utilities |
| 03 | Health | 09 | Policing |
| 04 | Transport | 10 | Defence |
| 05 | Licenses and permits | 11 | Immigration |
| 06 | Community services | | |

2022 Consumer Trends Report

In partnership with the Qualtrics XM Institute, we spoke to 23,000 people around the world to understand how satisfied they were with the companies they buy from. Their message was clear: they want and demand better experiences, or they'll go elsewhere.

[READ NOW](#)

Different channels for different needs & people

While digital platforms are important in helping improve the experience for residents, it should not be the automatic default for every government agency.

The type of interaction will likely determine residents' preferred channels. As a result, taking a hybrid approach - whereby residents get the same experience regardless of how they choose to interact - should be a key consideration within the digital strategies being implemented.



Resident's preferred channels by government agency or engagement



SECTION 3

Attracting and retaining public sector talent

Attracting and retaining public sector talent

Competition for new talent is fierce. Salaries are rising and government agencies need to compete with the private sector. In the context of recruitment in the public sector, candidates are also all residents. It's therefore especially vital that the public sector recruitment process is positive for all candidates, regardless of whether they get the job.

However with the recruitment process missing the mark, government agencies are at a disadvantage in a competitive job market. In response to this, the sector must look to design a new and improved candidate experience aligned to modern needs.

By capturing feedback from candidates throughout the process, government agencies can identify what's working, what isn't, and what can be done to drive continuous improvements.

It's not all about salary

Our research shows salary isn't the most important consideration for many job seekers. The chance to do meaningful work is the top factor when applying for a government role, followed by flexible working arrangements. Working with great people, reputation, and office location are also considered more important than salary.

The public sector should prioritise great employee and candidate experiences to stay ahead of competitors, especially as we know negative experiences can have knock-on consequences.

Top factors when choosing to apply for a government role



Opportunity to do meaningful work



Working with great people



Flexible work arrangements



Office location



Reputation

2022 Employee Experience Trends Report

In our third annual Employee Experience Trends report, we hear from nearly 14,000 global employees to pinpoint exactly why leaving has never felt more appealing and what you can do in 2022 to get them to stay.

READ NOW

SECTION 4

Achieving empathy at scale

Achieving empathy at scale

As Federal, State and Local government agencies move beyond the pandemic and work with the public to recover financially and socially, expectations will continue to be high on the ability of public services to meet their needs.

For example, in New South Wales natural disasters and pandemics have been at the forefront of peoples' minds. In response, the State Government has accelerated its evolution to become more of a trusted, reliable service helping keep people safe in their homes or protect their incomes.

As residents' lives become more complex, so do their needs of public services and the expectation of governments to deliver faster and in a more inclusive way.



This shift will require government agencies to go beyond standard reporting numbers, such as budget spend, headcounts, transaction volumes or customer satisfaction scores. Rather, empathy at scale is required to meet evolving needs.

By capturing continuous feedback with Qualtrics, government agencies can quickly spot gaps in their resident and employee experience to uncover opportunities and to take immediate action. This will ultimately lead to better outcomes - from greater trust through to increased uptake of programs and initiatives.

Methodology

This research was conducted in November 2021, and is based on insights from 1,500 respondents aged 18+ in Australia and New Zealand.

To ensure that the data was reflective of the population within those countries, we set quotas for responses to match the gender, age, and income demographics of each country.