



Improving Customer Experience with Federal Services

High Impact Service Provider Annual CX Action Plan

RECREATION.GOV

June 2019



HISP Annual Maturity Self-Assessment Summary

In 200 words or less total, tell us about your efforts around each core CX function by responding to the following prompts that apply.

Measurement: 3 / 6

Please give a 2-3 sentence summary of your efforts:

We are collecting and analyzing quantitative and qualitative data across five key areas of customer feedback to include: CSAT, call center metrics, homepage feedback form, Google Analytics and social media channels.

What are you most proud of?

Since the launch of the CSAT on May 14 (thru June 14), we received 6,741 responses and have seen an overall trend of positive feedback. We have seen the most positive comments coming from customers researching a future trip, purchasing an annual pass, and modifying/cancelling a reservation.

What nascent / ongoing activities do you hope to grow?

We are in the early stages of the CSAT and see this measurement tool as one of our richest sources of opinion based data. Coupled with behavior data from Google Analytics, this feedback will help drive design decisions.

What's blocking you from initiating / making / fully implementing changes?

Because CSAT implementation is new, we are still working through our processes for how the data and feedback will be shared with our teams and work prioritized among the existing backlog of priority cases.

What else would you like to share?

The R1S contractor delivering the Recreation.gov services invested in a suite of measurement tools designed to help inform operational decisions based on customer feedback, which was required within the contract. While R1S will provide data to the A11 initiative, our priority is to continuously improve Recreation.gov services using the tools and processes established.

Governance: 4 / 6

Please give a 2-3 sentence summary of your efforts:

Recreation.gov has a robust governance structure for program management and contract requirements that ensure a continuously improving platform. Feedback from customers is one of the most important elements guiding future enhancements and updates to all services which includes the website, mobile app, data sharing and contact center customer support.

What are you most proud of?

The launch of the new Recreation.gov, which preceded the formal requirements of A-11, has a customer-centric design at its core and easily aligned with goals and requirements for HISPs.

What nascent / ongoing activities do you hope to grow?

Beginning in June 2019, our teams began engaging in quarterly customer experience/VOC reviews to assess data/metrics across the spectrum of feedback mechanisms, as highlighted in the measurement section. These reviews will help inform priority work decisions so that the service continually adapts to customer needs and expectations.

What's blocking you from initiating / making / fully implementing changes?

The new platform is in its first year of operation and our teams are in the early stages of collecting, analyzing and then acting on the data/metrics we collect. As the site matures, we will settle into a regular cadence of assessment and updates/enhancements in response.

What else would you like to share?





Organization & Culture: 4 / 6

Please give a 2-3 sentence summary of your efforts:

Delivering quality customer experience drives every aspect of the R1S program operations. Recreation.gov delivers a reservation service to the public as well as an automated and self-serve solution for public land field staff to more efficiently manage visitor services. Therefore, our customers are external (the public) and internal (staff from all participating agencies).

What are you most proud of?

R1S ushered in a new era of Recreation.gov with a vision for the future including extensive input from many voices. A talented team of government and contract personnel work side-by-side to continually improve the entire platform with the customer experience at the core of our efforts.

What nascent / ongoing activities do you hope to grow?

As we establish our Customer Experience/VOC reviews, we will also establish priority work based on the feedback we receive. We are in the beginning stages of working within microservice teams to identify enhancements/changes to our services based on feedback.

What's blocking you from initiating / making / fully implementing changes?

As our teams work through priority backlog items, we will identify the right time to incorporate changes/enhancements that will improve the customer experience. Some of these items may coincide with work already in the queue.

What else would you like to share?

Customer Research: 4 / 6

Please give a 2-3 sentence summary of your efforts:

Conducted usability testing in the form of individual interview sessions to understand the points of misery and magic for our users after engaging with the mobile app, camping and ticket reservations. What we learned from these sessions has helped us better translate the data we are collecting across our various touchpoints.

What are you most proud of?

We were able to perform usability testing prior to the launch of the mobile app, which informed navigation and reservation flow improvements. As a result, our score within the Apple app store was quite high after launching the mobile app for iOS.

What nascent / ongoing activities do you hope to grow?

We are establishing a recruitment process for usability testing across the spectrum of our service to draw from a variety of perspectives and user personas. This will provide deeper understanding of the key indicators behind the metrics.

What's blocking you from initiating / making / fully implementing changes?

There is a need for increased efficiency in the PRA approval process for timely and relevant customer research activities.

What else would you like to share?

Our research, design and enhancement implementation based on customer feedback aligns with our program goals and deliverables.





Service Design: 6 / 6

Please give a 2-3 sentence summary of your efforts:

The new Recreation.gov launched with a new brand identity unveiling a modern and enduring logo and brand promise: "Recreation.gov empowers people to dream, plan, experience and share memorable recreational experiences." Our tag line is Bring Home a Story, which conveys the overall goal for every trip planned through the site. All design elements, site navigation, layout and design is based on extensive user research, analysis and testing.

What are you most proud of?

Most of the positive comments received across all data sources relates to site design.

What nascent / ongoing activities do you hope to grow?

Creating and populating more inspirational content designed to inspire and inform trip planning for our visitors during the dream phase. We are working on expanding our capacity to increase the number and types of content on the homepage and in the library.

What's blocking you from initiating / making / fully implementing changes?

Capacity has been the biggest hurdle to producing content to this point, however, our team is currently establishing additional assistance to develop more content with an expanded team of contributors.

What else would you like to share?

As a service for all of the participating agencies of Recreation.gov, we are committed to being another voice and communication channel for their recreation and stewardship messaging.

Areas of Focus

Reflecting upon our 2019 CX Maturity Self-Assessment, our HISP has decided to focus on raising our maturity in the following areas in FY19/FY20:

Measurement

Governance

Organization & Culture

Customer Research

Service Design





FY 2019 / 2020 CX Improvement Actions

Describe a use case where a typical customer of your program faced challenge(s) during a service experience. This case should relate to one of your organization's Focus Areas for the remainder of FY19 and through FY20.

Example HISP Customer Profile

Recreation.gov customers are travel planners seeking reservation and trip information/inspiration for camping and other outdoor activities across the spectrum of federal land locations.

Customer Needs + Frustrations

Recreation.gov provides several entry points into the reservation platform that allows for various travel planning perspectives. For example, the main search feature at the top of the homepage is a natural language search feature that allows for keywords the return results when someone is seeking a specific location or activity. The map feature on the homepage allows a user to see the range of options within a given area. We know that customers need a way to match an activity they want to do (e.g. camping, RVing, etc.) with the times they have available so that they can make a reservation.

Based on the CSAT survey, customers are frustrated at not being able to efficiently find availability of the activities in which they want to engage; the majority of whom are RV and tent campers.

HISP Implementation Challenge(s)

While the system is working and has active reservations being made on a daily basis, our initial data from Google Analytics, CSAT, and Call Center volume indicate that not all customers are having an easy time making reservations. We also found that our help center is receiving high traffic with customers looking for self serve options to assist in making a reservation.

Stats

- *54.2% of users visit the site to reserve a tent or RV campsite. The Net Promoter Score for the period of May 14 – June 14 is 2.7, with a one-day high of 10.7, and an overall positive upward trend*
- *Google Analytics are showing high level of site abandonment from the camping availability pages. From January to May 2019 camping abandonment rates rose by 29%.*

Action 1

Focus Area: **Measurement**

Goal to be accomplished by September 30th, 2020:

- Increase the positive opinion feedback on making a camping reservations
- Increase satisfaction scores for camping
- Identify options for making maps more effective in making a reservation
- Identify options for increasing the % of photos available for inventory

Critical Activities and Milestones:

- Deep dive into Cx data on mapping and photos
- Deep dive into Cx data on the camping funnel
- Customer research on use of availability matrix and optimal camping flow





FY 2019 / 2020 CX Improvement Actions

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Example HISP Customer Profile

Recreation.gov customers are travel planners seeking reservation and trip information/inspiration for camping and other outdoor activities across the spectrum of federal land locations. User demographics span ages, IT proficiency, and geographic locations.

Customer Needs + Frustrations

Recreation.gov provides several entry points into the reservation platform that allows for various travel planning perspectives. For example, the main search feature at the top of the homepage is a natural language search feature that allows for keywords the return results when someone is seeking a specific location or activity. The map feature on the homepage allows a user to see the range of options within a given area. We know that customers need a way to match an activity they want to do (e.g., camping, RV-ing, etc.) with the times they have available so that they can make a reservation.

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Stats

- Usability testing on the camping flow indicated several pain points across the camping flow
- Interviews with call center staff along with call center metrics highlighted the number of customers that were calling to make reservation who first attempted to use the website.

Action 2

Focus Area: Customer Research

Goal to be accomplished by September 30th, 2020:

- Deploy targeted customer research on the camping flow
- Establish a routine cadence for UX research activities
- Apply a variety of customer research activities
- Establish a consistent cadence for the product team to review and understand Cx data
- Increase satisfaction scores across inventories (camping, tickets, and permits)

Critical Activities and Milestones:

Other Notes:

