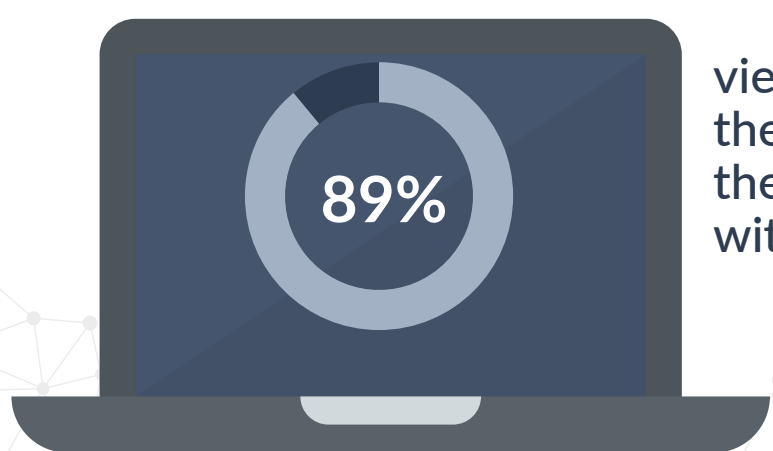


GOVERNMENT WEBSITES 2018 | TRENDS IN CITIZEN EXPERIENCE

WEBSITES ARE A CRITICAL TOUCHPOINT FOR FEDERAL AGENCIES

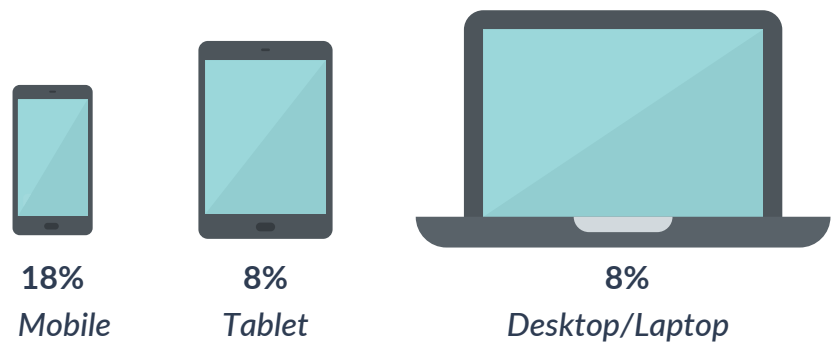


view websites as the primary way they interact with agencies

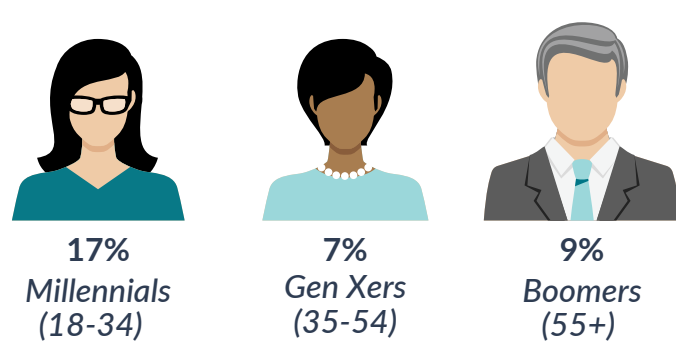
THE CHALLENGE: DELIVERING A SATISFYING VISITOR EXPERIENCE

18% OF MOBILE VISITORS DO NOT ACCOMPLISH THEIR INTENDED TASK

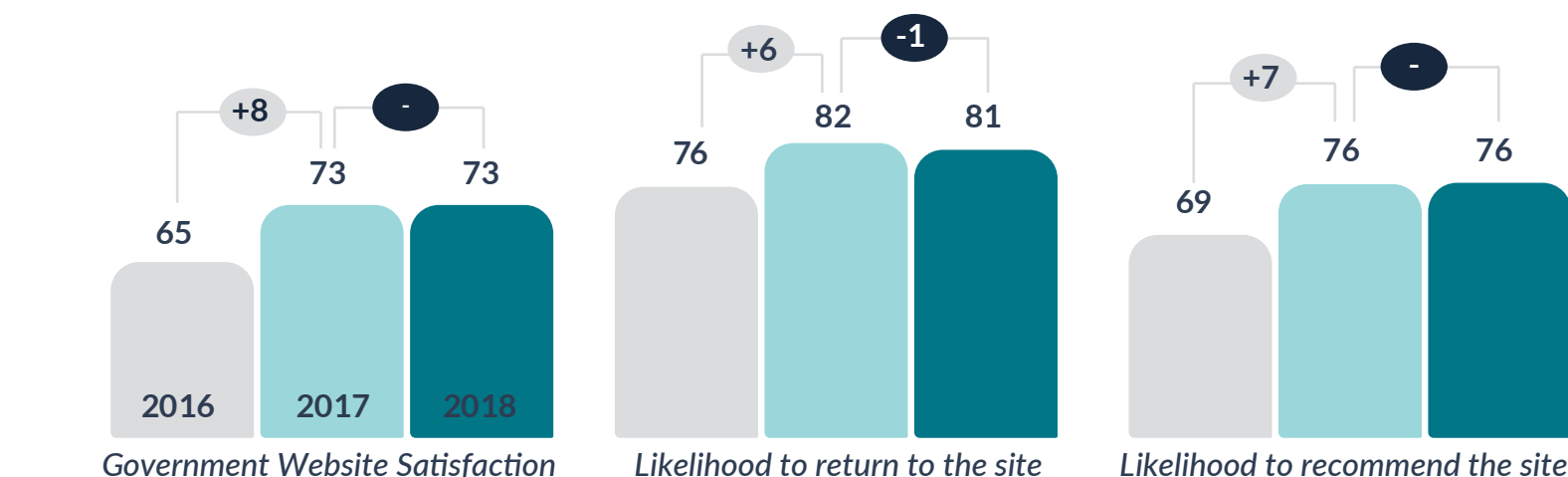
DO NOT ACCOMPLISH INTENDED TASK: BY DEVICE



DO NOT ACCOMPLISH INTENDED TASK: BY GENERATION



CONSEQUENTLY SATISFACTION, RETURN, AND RECOMMEND ARE FLAT



THREE WAYS TO IMPROVE GOVERNMENT WEBSITE PERFORMANCE

1 DESIGN FOR WAYFINDING

45% OF VISITORS BROWSE FOR GENERAL INFORMATION

16%

of those looking for contact information could not find it.

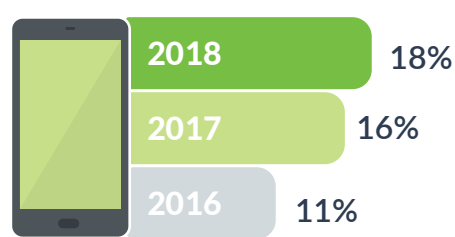
BETTER WAYFINDING WILL IMPROVE VISITOR EXPERIENCE

Website Driver Scores

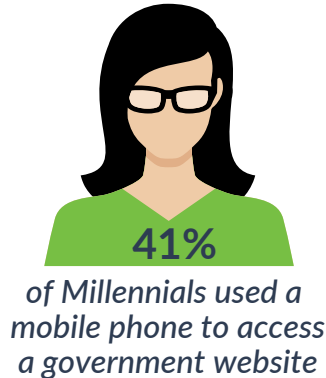


2 OPTIMIZE FOR MOBILE

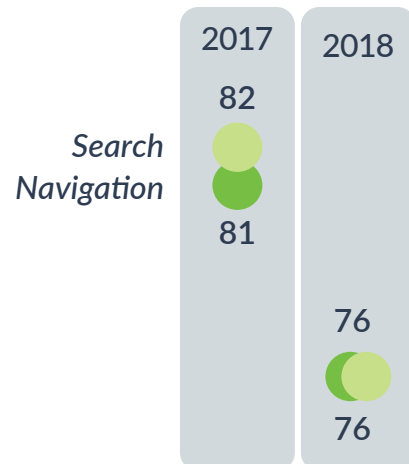
MOBILE INTERNET ACCESS IS GROWING



Mobile device most frequently used to visit gov websites

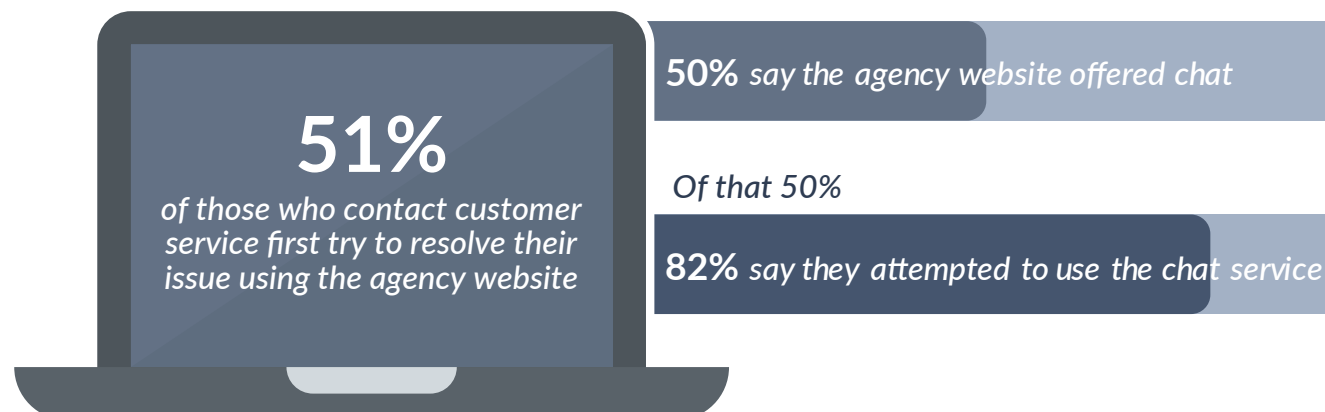


MEANWHILE, MOBILE NAVIGATION & SEARCH SCORES ARE FALLING



3 COORDINATE WITH THE CONTACT CENTER

AGENCIES SHOULD OFFER CUSTOMER SERVICE CHAT ON THEIR WEBSITES



BETTER WEBSITE SELF-SERVICE CAN REDUCE CALL VOLUME—PARTICULARLY FOR MOBILE VISITORS

