



Supporting the Public Services Sector
for Establishing and Promoting EWCs

EVOLUTION OF EWCs IN THE PUBLIC SERVICES SECTOR

The evolution of Customer Experience Centers (CEE) in the Public Services sector has been significant in recent decades due to the growing importance of customer satisfaction and quality improvement in the provision of public services. Here are some key trends and changes in the evolution of EWCs in this sector:

1. Digitalization and Automation : Digitalization has played a fundamental role in the evolution of EWCs in the public services sector. Digital channels, such as mobile applications and websites, have become essential tools for interaction with citizens. Process automation, such as chatbots and autoresponders, has also improved efficiency in customer service.

2. Multi-channel: EWCs in the public services sector have evolved to offer multiple communication channels, such as telephone, online chat, email and social networks, so that citizens can choose the channel that is most convenient for them.

3. Data and Analytics: Data collection and analysis have become crucial to understanding the needs and preferences of citizens. EWCs use advanced analytics tools to improve decision making and personalize responses and services.

4. Personalization: EWCs in the public services sector have evolved to provide more personalized services. This involves knowing citizens, anticipating their needs and offering specific solutions to satisfy their demands.

5. Collaboration between Agencies: In many cases, public services involve the collaboration of several agencies or departments. EWCs have evolved to facilitate coordination and communication between these entities to provide a more efficient and coherent service.





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6. Measuring Customer Experience: Measuring customer satisfaction and citizen feedback are essential. EWCs use metrics such as Net Promoter Score (NPS) and Customer Satisfaction Score (CSAT) to evaluate your performance and make continuous improvements.

7. Citizen Assistance in Real Time: EWCs in the public services sector have adopted real-time attention, allowing citizens to obtain answers to their questions or solve problems more quickly.

8. Transparency and Communication: EWCs have also focused on transparent communication with citizens, providing clear information on services, policies and procedures, and ensuring accessibility to relevant information.

9. Data Security: Since public services handle sensitive citizen data, information security is a priority. EWCs have evolved to ensure data protection and compliance with privacy regulations.

