



## CHAIRMAN'S NOTE

Dear Friends,

Customer Service and Customer Experience (CX) are critical components of Service Delivery Excellence. We must all listen to our customers and help Guide them through the journey of delivering on their Mission Objectives by implementing Agile processes including Continuous Integration/Continuous Delivery (CI/CD) to constantly deliver incremental progress and timely deliverables.

ActionNet Customer Experience (ACX) provides solutions to common use cases such as Onboarding/Offboarding, Service Desk Improvements and Grants Management. We share some real world examples of how we can make a difference together in implementing efficiencies and delivering value.

Please take care of yourselves and each other!

Ashley W. Chen  
Chairman & CEO

## IN THIS ISSUE

Salesforce Government CX .. 2  
Red Cross Clothing Drive .... 4

Turning **VISION** into **ACTION**®

## ActionNet Customer Experience: Cross Sectional Case Studies on the delivery of Speed, Ease and Connections

By Kate Russell, Program Manager

**A**ctionNet Customer Experience (ACX)™ means viewing the delivery of our various services and support through the lens of a user's experience. ActionNet is committed to CX and has embedded CX practices not only via the services and support we provide to our valued clients, but also by ensuring that ACX is embraced internally through enthusiastic Executive sponsorship and adoption, by investing in the certification and training of ActionNet employees in advanced CX capabilities, and through company-wide training and initiatives to embed CX in everything that we do.



So how have we implemented ACX for our clients? Read on for a few case studies on the impact of ACX for our customers ...

For one of our large federal agency clients, ActionNet led the effort to identify and classify end users based on how they utilize their work technologies and devices. **Utilizing CX research techniques such as benchmarking, cognitive walkthroughs, contextual inquiry, interviews, surveys, call logs, KPI tracking, and participatory design/co-creation**, ActionNet CX-certified professionals improved processes to deliver more accurate and meaningful performance measures. We also developed and cataloged dozens of customer journey maps to improve customer onboarding/offboarding processes, Service Desk access methods, the User Service Request process, to develop new and enhance existing Service Catalog offerings, and implemented the agency's self-help portal using **Robotic Process Automation**.

For another highly visible program, ActionNet worked with our clients and the agency workforce collaboratively to create customer journey maps and personas to classify users and to learn about issues they experienced when applying for a federal clearance. This CX exercise led to the development of an updated, intuitive user interface that provides auto-fill features, making it easier to complete information and pre-populating features with previous information for re-investigations.

The power of ActionNet Customer Experience (ACX) capabilities was engaged for

Continued on page 4



ActioNews, the newsletter of ActioNet, Inc. is published to provide examples and applications of cutting edge IT topics and practices.

ActioNews is published quarterly (March, June, September and December) as a service to its staff, customers, and potential customers.

### ActioNews Staff

Lead Designer  
**Karen Tepera**

Contributing Authors  
**Kate Russell**  
**Troy Kupisch**  
**Michelle Barnes**

ActioNet grants permission to educators and academic libraries to use ActioNews for classroom purposes. There is no charge to these institutions provided they give credit to the author, ActioNews, and ActioNet. All others must request permission at [actionnews@actionnet.com](mailto:actionnews@actionnet.com).

Copyright © 2022 by ActioNet, Inc

“The capabilities of a grants management solution is important, but is only effective if it can be implemented in weeks, not years!”

## Salesforce Government CX

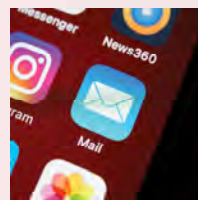
By Troy Kupisch, Agile Software Manager

**A**ctionNet was excited to attend the Salesforce webinar in December where the VP of Digital Transformation, Chris Radich, and Director of Customer Success, Michael Hornsby, discussed the current trends in Salesforce government customer experience (CX). Salesforce covered topics on the government's perception on customer experience and the top five Salesforce use cases for government agencies. It has been demonstrated over the last 20 months that government organizations really value speed as a priority for digital transformation, sometimes in as little as four to eight weeks. They value personalized content and digital experience with the capability to quickly produce a mobile ready user interface. To deliver this level of personalization and reduce the time to market, the implementation must leverage Salesforce out of the box capabilities. The less we custom code and solve for multi-year challenges...the better the outcomes.

The takeaway from the initial discussion was the “new normal” of CX.

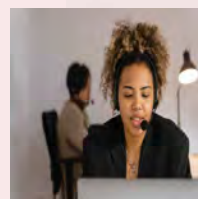
- **Make speed a priority:** Don't spend too much time designing gold plated technology solutions
- **Rally around new ways of engaging:** Focus on digital support and case resolution
- **Don't be paralyzed by legacy:** Instead, focus on 8-week use case deployments

All of the user stories discussed were from a citizen perspective and the use cases below touch on those topics. We'll start with #5 first.



**#5 - Receive program updates via emails & SMS. (Correspondence Management System)** - It may be a complaint system, web form, upcoming event, or even a social media inquiry, but citizens are looking for better correspondence with government agencies. If you think about receiving program updates or outreach, this example can apply to every single government organization at all levels.

Over the past 8 years, this has been ActioNet's #1 use case with government agencies. We implemented over 47 Salesforce Communities to enable the customer to connect directly with citizens through multiple communication channels. In addition to Salesforce Communities, we completed over 90 applications for online forms and complaint systems.



**#4 – Get agency support via phone. (Service Console w/ CTA & IVR Integration)** - More and more, citizens are looking to speak directly to agents or at a minimum be routed to the right agent. They want to discuss their recent web submission and expect their case details to be available to the agent. Many government agencies are looking for solutions to upgrade their phone support and build towards multi-channel citizen service.





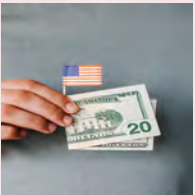
**#3 – Get agency support online via self-service. (Self Service Portal / Chatbots)** - As government agencies build up large knowledge bases of information, citizens are looking for ways to get answers to their questions by providing them direct access to the knowledge or better yet, receive answers via chatbots. Self service portals give agencies the opportunity to connect with the citizen via online forms or applications.

ActionNet provides this low cost, fast implementation solution to over 50% of our Salesforce customers. Our experienced staff leveraged out of the box self service portal capabilities and proactively managed our customer's social media, knowledge base, and mission campaign initiative responses directly from the Salesforce platform.



**#2 – Ensure personal health and safety. (Vaccine Administration System)** - Over the past year, US federal agencies had challenges with COVID policies and welfare services changes and as a result they had an influx of requests for information. They needed to comply with the new policies and request for service, so they applied this precise use case to modernize their Correspondence

Management System. Ultimately it was the only way to drive compliance with a whole new wave of requests. Salesforce Vaccine Cloud is the digital solution to this use case and provides agencies or health authorities an end-to-end vaccine management platform with the capability to collect data, manage sites, staffing, and have a holistic view of their vaccination campaigns.



**#1 – Apply for agency financial assistance or benefits. (Financial Assistance Portal / website)** - With the latest funding figures stating that the federal government has pumped \$4 Trillion into the US economy since the pandemic began in March of 2020, this use case is trending across all levels of government. There's a real need to apply for agency financial assistance or benefits

like unemployment, rental assistance, and small business loans. The challenge for government agencies is to have the ability to stand up a grants, loans, or benefits portal to provide digital access to services as quickly as possible. A financial assistance portal or website gives the citizens the ability to setup accounts, apply for benefits online, view application status online, receive email and SMS status notifications and approval. This takes the citizen through application intake in a digital form, through approval and then ultimately integration with the financial payment system.

ActionNet agrees that this is the "new" #1 use case, as several current customers rely on ActionNet to recommend solutions related to grants management. It is very important for agencies to have the ability to launch program initiatives, follow the grant life cycle, and maintaining visibility across all programs. The capabilities of a grants management solution is important, but is only effective if it can be implemented in weeks, not years!

"To deliver personalization and reduce the time to market, the implementation must leverage Salesforce out of the box capabilities"





- Founded in 1998, 500+ ActioNeters
  - Overall Customer Retention Rate > 98%
  - Annualized Professional Staff Retention Rate > 92%
  - Woman Owned Small Business Under NAICS 517311
- CMMI®-DEV Level 4 Externally Assessed
- CMMI®-SVC Level 4 Externally Assessed
- HDI Certified Support Center
- ISO 20000 (ITSM), ISO 27001 (Information Security) and ISO 9001 (Quality) Registered
- GWAC and IDIQ Contract Vehicles:
  - GSA Alliant 2
  - GSA MAS
  - GSA IT Schedule 70
  - GSA OASIS Pool 1
  - CIO-SP3 SB OTSB
  - CIO-SP3 WOSB OTSB
  - DISA Encore III
  - Air Force NETCENTS-2
  - ARMY ITES-3S
  - HHS SPARC
  - NAVY Seaport-NxG
  - GSA 8a STARS III (JV)
- "92 out of 100" Rating from Open Ratings
- "Exceeds Customer Expectations" from D&B
- "5A1" the Highest Financial Rating from D&B
- DCAA-Compliant Accounting and EVM System
- Approved Purchasing and Cost Estimating System
- DoD TS Facility Clearance with Safeguarding Capability



**ActionNet, Inc.**  
 2600 Park Tower Drive  
 Suite 1000  
 Vienna, VA 22180  
 PHONE 703-204-0090  
 FAX 703-204-4782  
[info@actionnet.com](mailto:info@actionnet.com)



another large federal customer when ActioNet used CX research tools and techniques to deliver a Service Desk Balanced Scorecard utilizing an interpolation calculation to aggregate meaningful SLAs based on user feedback. These new SLAs reflected qualitative and quantitative customer experience data to provide an overarching Service Desk Health score baseline. This monthly score was utilized as an input for continuous, agile IT capability development for the agency's workforce in the planning stages for technology and service infusions. The result? ActioNet led and delivered multiple modernization efforts, enabling this large federal agency's workforce to work with speed, ease, and via reliable and secure connections such as:

- **Secure Mobility and Remote Access Enhancements** implementation which modernized the agency's ability to securely exchange information via the desktop and through mobile clients (Apple, Android, etc.).
- **Unified Communications/Voice over Internet Protocol (VoIP)** implementation which addressed the agency's need to strengthen communication capabilities across the enterprise to effectively meet emerging national and global emergency events.
- **HQ Network Refresh** implementation which addressed an outdated LAN infrastructure that lacked capacity scalability, addressing degraded performance for end users across the enterprise.
- **Cloud Service Provider Secure Interconnectivity** implementation which provided the ability to establish secure connectivity to cloud service provider (CSP) networks to leverage Infrastructure as a Service (IaaS) offerings.

ActioNet is invested in improving our customer's experience with our services and solutions. This focus, coupled with our focus on converging our Internet of Things (IOT) and Artificial Intelligence (AI) capabilities into our core processes, allow ActioNeters to continuously get smarter in near real time to continuously tailor rapid solutions that provide consistent and exceptional customer experiences.



## ActionNet Sponsors American Red Cross Clothing Drive

By Michelle Barnes, Office Manager

**A**ctioNet is collecting new and gently used men's, women's, children's and infant's clothing starting in February 2022 through April 30, 2022. Items can be donated by dropping off at the ActioNet HQ Reception Area. Acceptable items include coats, hats, gloves, sweaters, dresses, shirts, blouses, pants, jeans, ties, belts, socks, shoes, and boots. Whether you are decluttering your wardrobe, or getting rid of old garments, donations are an excellent method. It is very simple, practical, and helps people in need.



The American Red Cross (ARC) is a humanitarian organization that provides emergency assistance, disaster relief and education in the United States. The American Red Cross has been the nation's premier emergency response organization bringing shelter, food, clothing, and comfort to those affected by disasters, large and small. ARC can do all this by the power of volunteers and the generosity of donors. Please consider donating to the American Red Cross.