

CX at the Forefront: Prioritize Trust and Usability in Technology Solutions



Providing a **better customer experience (CX)** in government is essential for building citizen trust. Agencies are tasked with providing services to the public while considering and prioritizing the experience and needs of those users. REI Systems builds solutions that offer a trustworthy, delightful, usable, and valuable experience. **CX is a vital component of our solutions' success.** Our technology delivers a seamless CX at all touchpoints, ensuring fast adoption and high customer satisfaction.

REI CX Approach

Too often, modernization projects are boiled down to technology upgrades rather than a holistic transformation that ensures an agency's practices, people, and technology are all oriented toward delivering enhanced value to citizens.

Our Mindful Modernization™ approach transforms an agency's mindset with a holistic customer-centric culture that supports ongoing adaptation and continuous improvement. REI Systems employs **human-centered design**, which emphasizes user empathy, to streamline and tailor applications that meet the unique needs of our citizens. This simple and seamless methodology sets the stage for **successful user adoption** post-deployment and ensures that you maximize the return on your modernization investment.

We gather stakeholder insights to craft a custom CX strategy and solution, then proceed to design, develop, and rigorously test it, **ensuring it meets all objectives.** Post-deployment, we focus on measuring performance and optimizing for ongoing enhancement.

CX Offerings



- CX Research
- CX Strategy & Ideation
- CX Design & Development
- Preproduction Evaluation
- Continuous Measurement & Optimization

CX Benefits

CUSTOMERS

- Better understand and respond to customer needs
- Design services that are easy, modern, efficient, and accessible
- Streamline and improve experiences

AGENCIES

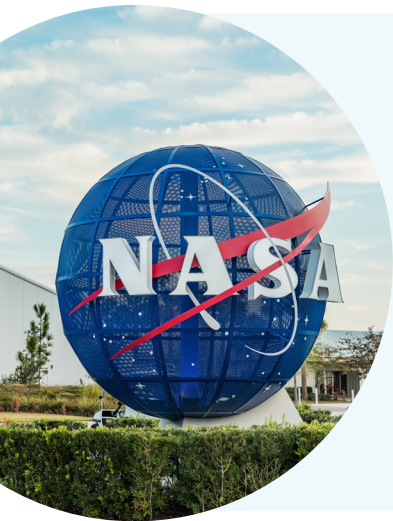
- Bolster citizens' trust in government
- Increase mission productivity
- Enhance technology adoption and use as well as customer satisfaction



Our CX Impact

SBIR.GOV

The Small Business Administration (SBA) tapped REI to modernize SBIR.gov, which has over 2 million yearly visitors. We provided strategy, thought leadership, product management, human-centered design, web metrics and analytics, content management, user support/training, security updates, and web design and development. Using our Agile Delivery Framework, REI is upgrading the site to leverage AWS cloud-native/serverless and data fabric technologies and service design techniques to provide a secure, scalable, resilient, and highly available system to support its internal and external stakeholders.



NASA'S SBIR ELECTRONIC HANDBOOK

REI partnered with NASA to modernize its legacy EHB system using a new user-centric design approach. The result was an easy-to-use and integrated digital service that improves user efficiency and attracts entrepreneurs looking to support NASA's mission and commercialize their innovations. Using an Agile approach and scalable microservices architecture, we made the system easy to customize and configure. We also integrated best-in-class COTS products such as Salesforce and Tableau, and open source products such as ElasticSearch, to enable customer relationship management, data analytics, and enterprise search capabilities.

ACF'S SHEPHERD CASE MANAGEMENT SYSTEM

REI created a user-centric solution to automate the Administration for Children and Families' (ACF) certification of human trafficking victims to deliver services more quickly such as counseling, healthcare, housing, and asylum. REI used an Agile approach and a modern microservices architecture to build the case management solution, to allow for realtime collaboration and flexibility to adapt to changing regulations. REI's automation helped cut benefit provision time by 50%. As a result, ACF's Shepherd Case Management System won the 2020 Government IT Executive Council's "Digital Experience Award," the 2021 ACT-IAC "Ignite Innovation Award," and the "2021 FedHealthIT Innovation Award."

Contact our CX experts today to find out how we can help you increase customer satisfaction! Email us at info@reisystems.com.



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