



The Problem

The Department of Elementary and Secondary Education (DESE) considers customer service a top priority. The User Manager Team, who are DESE's frontline for helping customers access and use their DESE Web Applications Log-in account, discovered many customers were frustrated by the user experience and saw an opportunity to improve user-friendliness and training.

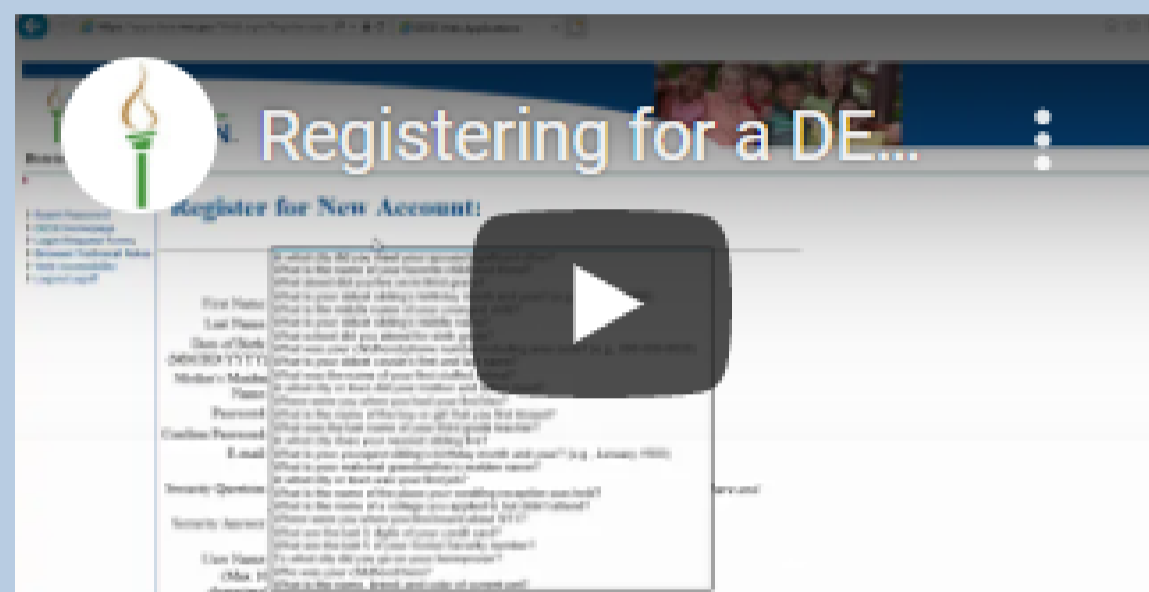
The Plan

1. **Research** what customers were inquiring about.
2. **Analyze** to make data-driven decision that improve the user experience of the [DESE Web Application Log-in](#).
3. **Create** a video tutorial for registering new user accounts and update the error screen with clearer instructions.
4. **Continue** this trend of success in 2021 by releasing the new DESE Application Sign-in page (DAS) to replace the current Web Log-in.

The Goal

Reduce phone and email inquiries by 50% through the use of video tutorials and transparent error messages.

The Results



Registering Tutorial

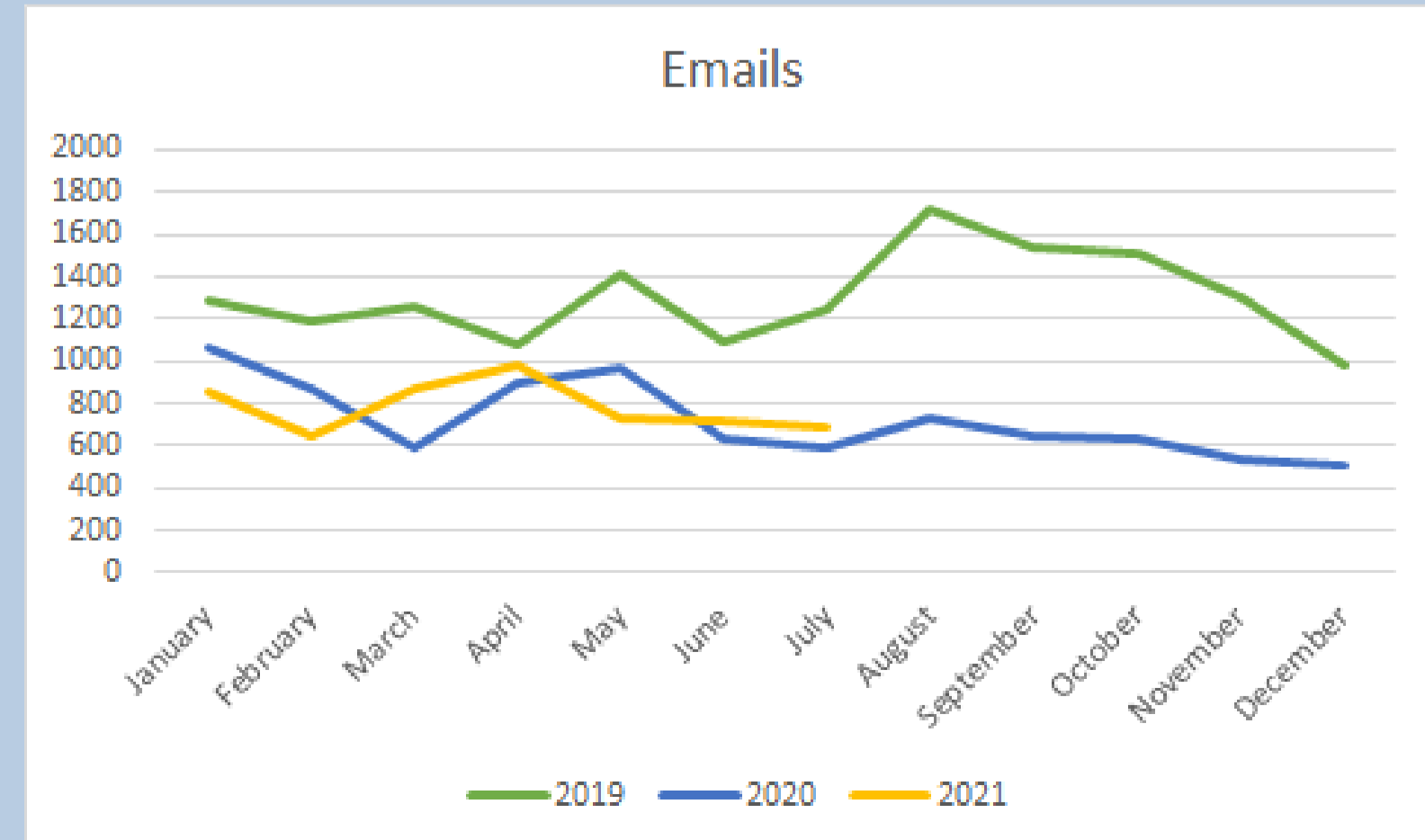
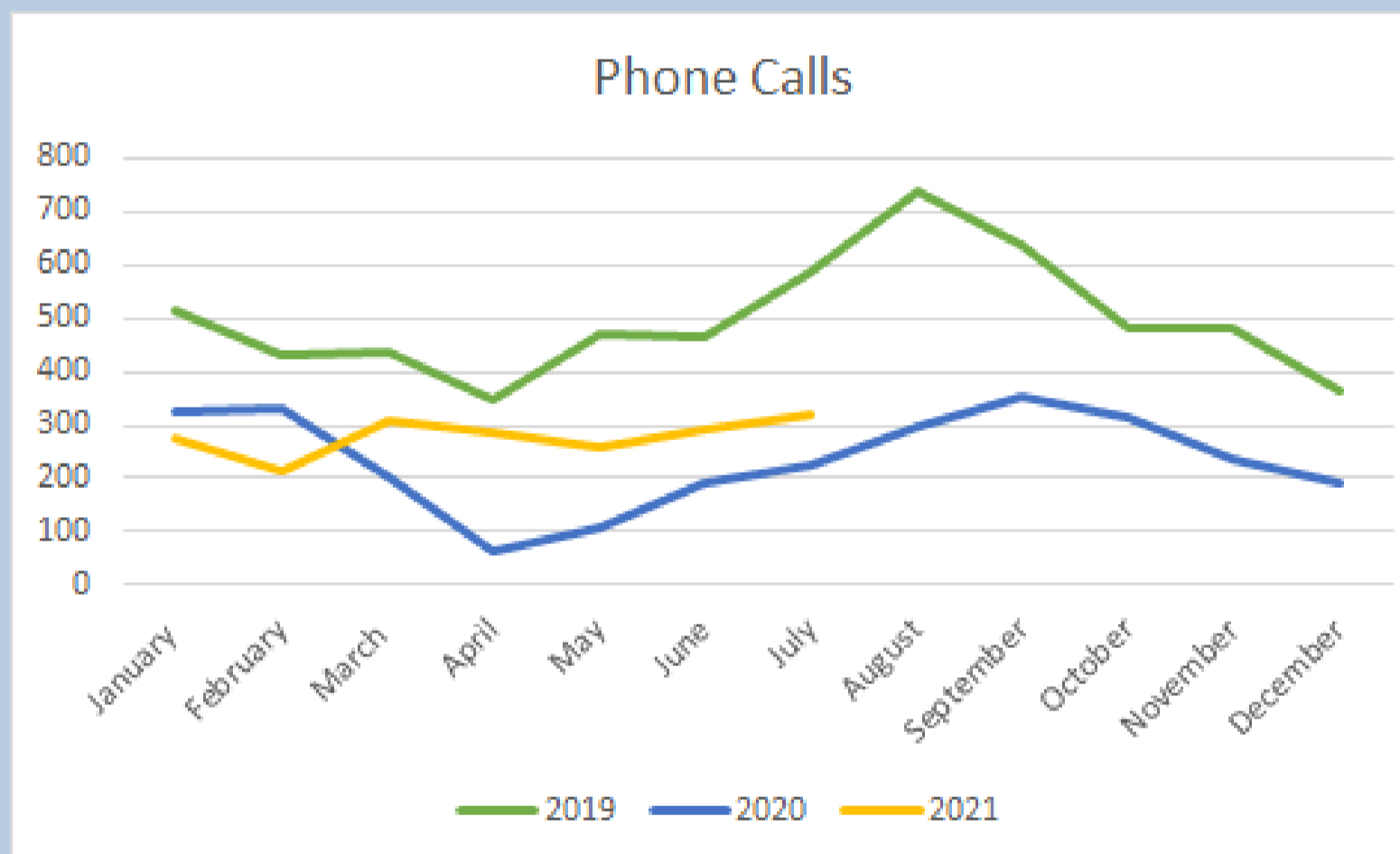
Cx Score

9.1

Subject: ShoutOut

I have never experienced such amazing customer service!! They walked me through step-by-step to figure out the issue. They were so personable and I never felt like I didn't understand what was going on. Seriously...THEY ARE AMAZING!!!!!!

DESE Web Application Logon Assistance customer service score and ShoutOut.



From left to right: Kimberly Luebbering, Madalynn Moeller, Maria Sommerer, Jane Maddox, and Franki Mosely