

FEBRUARY 27, 2026

A hand holding a globe with a sunburst and various paper cutouts. The hand is positioned at the top right, holding a blue and white globe. A bright yellow sunburst radiates from the center of the globe. Surrounding the globe are several paper cutouts: a dark green gear-like shape at the top left, a red jagged arrow pointing up and right, a pink ribbon-like shape at the bottom left, and a gold jagged arrow pointing down and right at the bottom right. The background is white.

# FROM LEAN TO CX:

A New Chapter in Serving Washingtonians

PRESENTED BY:  
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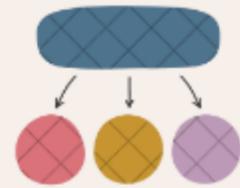
**your**  
Washington

# A Little Bit of History



## **CUSTOMER-CENTERED**

**Your Washington 2025 Forward**  
Focus: Customer-Centered Service Delivery



## **ENTERPRISE ALIGNMENT**

**Results Washington 2013-2025**  
Focus: Enterprise-Wide Lean & Performance Goals



## **EFFICIENCY**

**Lean Transformation 2011-2013**  
Focus: Operational Efficiency & Waste Reduction

# THE 3 ASPECTS OF CUSTOMER EXPERIENCE

EMOTIONAL	SOCIAL	FUNCTIONAL
It answers: <b>Am I doing this right?</b>	It answers: <b>Do they think I'm capable?</b>	It answers: <b>Can I get this done easily?</b>
"I want to feel confident I submitted everything correctly."	"I want to be seen as capable and responsible."	"I need to renew my license."
People want to feel confident, understood, and respected.	Experiences impact people's sense of identity, belonging, and respect.	These are practical tasks people need to complete.





Customers are happy that we are proficient at what we do, but they expect that we should master the emotional and social as well.





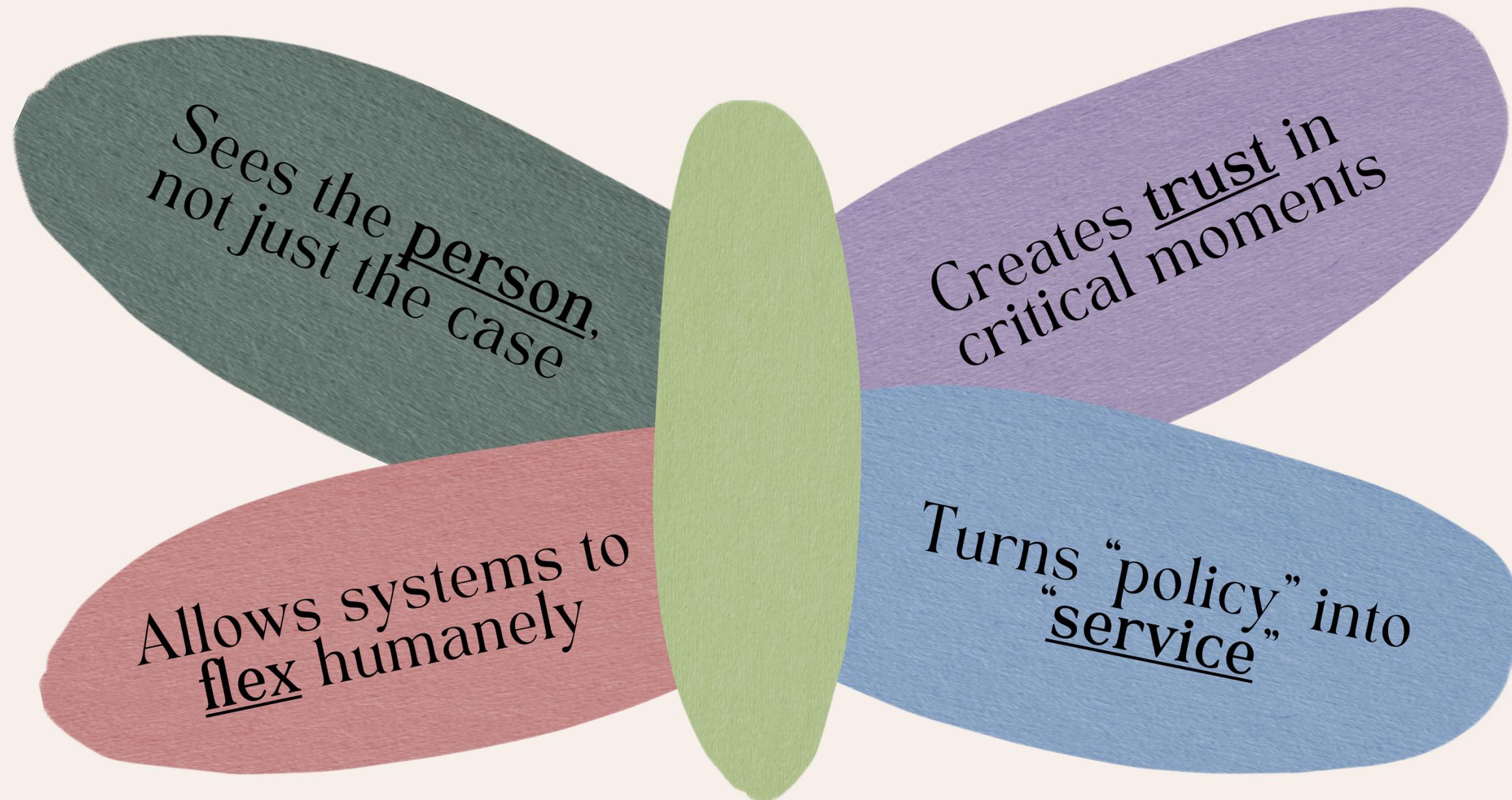
# SERVICE MAGIC EXAMPLE



- 1 Emotional: connected with as a human (not a user, case, client)
- 2 Social: ability to be successful in your role (professional, parent, student)
- 3 Functional: traditional / status-quo ways of operating are suspended or altered

[Showing Compassion When It's Needed Most](#)

# EMPATHY: THE KEYSTONE MINDSET



# EMPATHY CHALLENGES

Not What Is  
Measured

Time

Challenges  
Assumptions

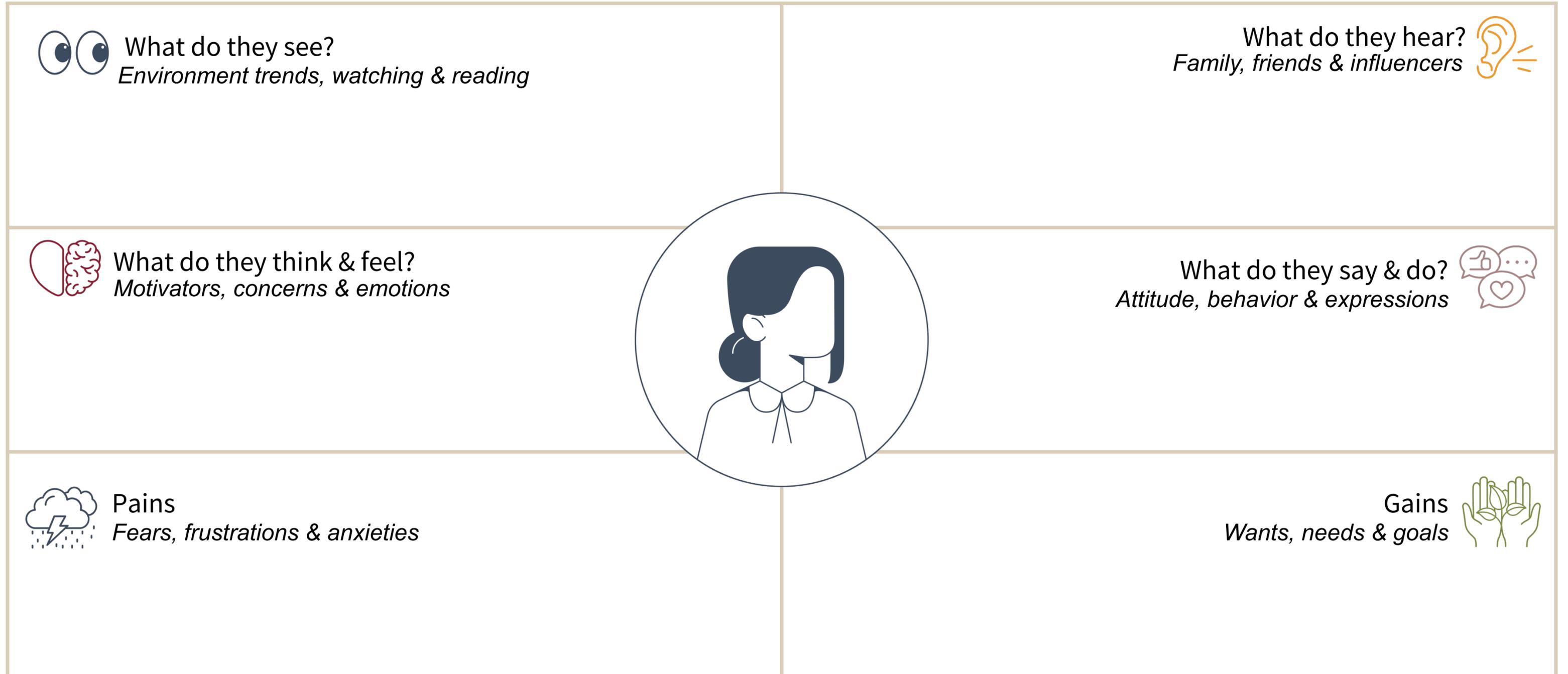
Turning  
Insight  
Into  
Action

Shifts  
Priorities

Requires  
Unlearning

# EMPATHY MAP

## Building Customer Trust in Government





# WA DOC EXAMPLE:

## Trauma Informed Care at WA Department of Corrections

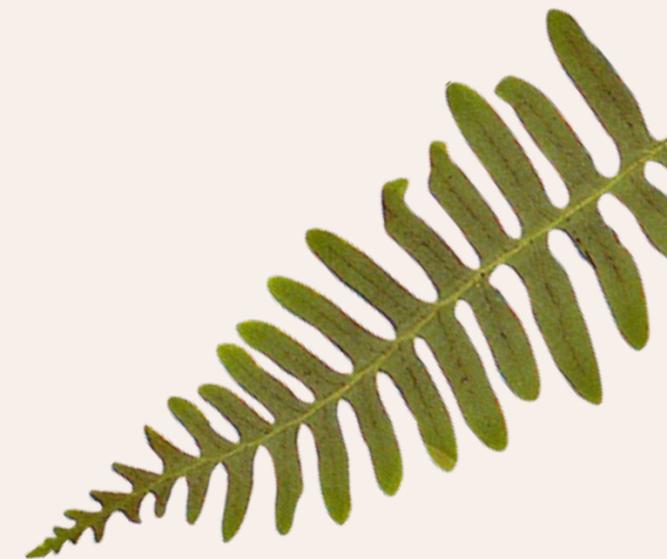


### Project Overview : Redesigning Quality Indicators in Women's Correctional Healthcare

*A Department of Corrections initiative to improve treatment outcomes for incarcerated women while **reducing staff burnout**, using existing resources, and continuous improvement methods.*



[Reflection Series Link](#)



# EMPATHY IN ACTION:

As you listen, notice how they talk about the people they serve

IN THE CHAT:



*What's a small shift in language that could make our empathy more visible to customers?*



**KEY TAKEAWAY:**

Empathy Reframes Who The Customer Is!

# KEEP THE END IN MIND:

Listen for how clarity about the desired outcome shaped where and how empathy showed up

IN THE CHAT:



*Where in your own work would clearer outcomes help make it easier to design with empathy for both customers and staff?*

**KEY TAKEAWAY:**

Clear outcomes turn empathy into better design.

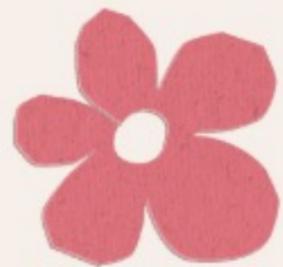
# EMPATHY & BURNOUT:

Listen for how empathy changes not just outcomes, but the experience of the work itself.

IN THE CHAT:



*How does the concept that empathy actually sustains staff and prevents burnout challenge existing government assumptions?*



## KEY TAKEAWAY:

Empathy doesn't just support customers – it sustains the people doing the work.



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**YOUR CX TOOLKIT**





**THANK YOU!**