Results Washington's

Public -Facing Staff Survey
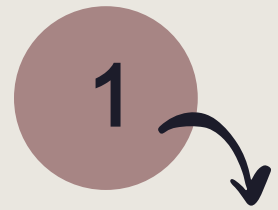
2025

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See the draft Qualtrics survey:

Public-Facing Staff Survey

Introducing

[redacted]

(Previously Results Washington)

Mission

We equip Washington State agencies with tools, performance insight, and collaborative support to improve service delivery —helping government work smarter, faster, and with accountability the public can see and trust.

Vision

Bridging people and government to deliver timely, fair, and tailored services that exceed customer expectations.

What we do:

Lead statewide efforts to improve the customer experience across government systems

Collect and report data on how agencies are serving the public

Coordinate interagency projects that break down silos and improve key services

Provide tools, training, and resources on human-centered design, performance measurement, and continuous improvement

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Why do a public - facing staff survey?

To build trust in government, we need to start where people experience it —at the point of service.

Public -facing employees are closest to our customers and have deep insight into their needs, challenges, and expectations.

Understanding their experiences helps us connect employee engagement and customer experience , revealing where improvements can benefit both.

Their voices are underutilized —they consistently report feeling less valued and listened to than their non -public -facing peers.
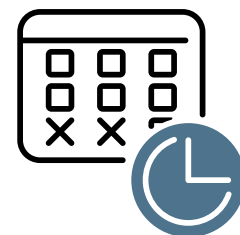
This is a critical opportunity to tap into frontline expertise to shape services that truly meet customer needs and support staff success.

What's in the survey?

The survey consists of 14 multiple choice & short answer questions aimed at answering the following **research questions** :

1 What do frontline workers hear from customers?

2 Do frontline workers have the tools and resources needed to serve customers effectively?

3 Are there policies or procedures that make it harder for frontline workers to serve customers well?

4 What insights and suggestions do frontline staff have for how to improve customer experience?

5 How are frontline workers motivated?

How can this benefit your teams?
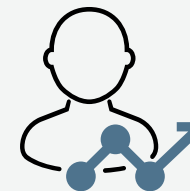
Boost Engagement

Public-facing staff consistently report lower engagement. Listening and acting on their feedback can improve morale and retention.

Recognize Expertise

Simply asking for input shows these employees that their insights matter — building trust without needing major investments.

Inform Strategy

Survey results will provide actionable data to guide workforce planning, onboarding, and professional development efforts.
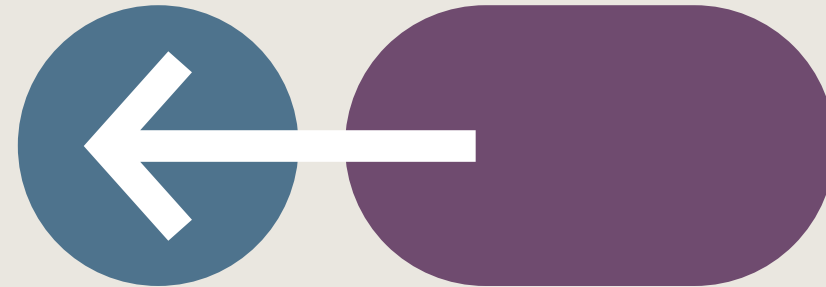
Our Ask to HR Managers

Will you help us find the best ways to get this survey into the hands of your **public-facing staff**?

Questions?

Comments?

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