2026 Extra Mile Award – Example Winning External Customer Nomination

1. Person-Centered & Inclusive Service (External)

The nominee consistently delivers service that begins with the customer's individual needs, circumstances, and lived experiences. They take the time to understand barriers such as limited English proficiency, disabilities, lack of broadband access, transportation challenges, or unfamiliarity with government processes, and they adapt service accordingly. This includes coordinating interpretation services, offering alternative formats, and providing clear, non-judgmental patient explanations.

They ensure a true "no wrong door" experience by taking ownership of customer needs, even when multiple programs or agencies are involved. Customers are guided through warm handoffs and are never asked to repeat information unnecessarily or navigate complex systems alone. Throughout each interaction, the nominee demonstrates empathy, respect, and cultural humility, particularly for customers experiencing stress or uncertainty.

Beyond individual interactions, the nominee helps improve inclusive practices, enabling more customers to benefit consistently. Their approach results in customers feeling valued, capable, and confident in accessing services, strengthening trust in government, and improving overall service equity.

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2. Clear, Simple & Efficient Delivery (External)

The nominee streamlined a previously confusing and inefficient service process that led to frequent errors, delays, and customer frustration. By mapping the full customer journey, they identified unclear instructions, redundant steps, and unnecessary approvals that made completion difficult. They redesigned guidance using plain language, clarified requirements, and streamlined forms so customers could easily understand what was needed and what to expect.

They also improved tools and workflows to reduce rework and shorten processing time, while maintaining fairness and accuracy. Self-service options were introduced where appropriate, with live support still available to ensure accessibility for all customers.

As a result, customers experienced fewer errors, faster completion, reduced need for follow-up, and greater confidence navigating services. These improvements also demonstrated responsible stewardship of staff time and public resources.

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3. Responsive & Reliable Follow-Through (External)

The nominee builds trust through dependable follow-through and proactive communication. They respond promptly to customer inquiries, clearly explain timelines, and provide regular updates without customers needing to ask. When delays occur, they communicate transparently and reset expectations early.

They track requests through completion, coordinate across teams to resolve issues, and anticipate potential problems before they escalate. Feedback and service data are reviewed to identify recurring gaps and strengthen reliability over time.

Customers consistently experience service that is reassuring, predictable, and trustworthy.

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4. Equity, Fairness & Inclusive Access (External)

The nominee actively works to ensure services are fair and accessible for all customers, particularly those from historically underserved communities. They use data, feedback, and lived experience to identify disparities related to language access, technology, disability, or geography. Concrete steps are taken to remove those barriers, such as improving translated materials, expanding non-digital options, and adjusting service delivery models.

They demonstrate cultural humility and respect in every interaction, avoiding assumptions and ensuring customers feel capable rather than marginalized. These actions have improved equitable access, increased trust, and strengthened confidence in government services.

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5. Innovation, Continuous Improvement & Collaboration (External)

The nominee actively improves services by identifying pain points, gathering customer feedback, and testing solutions through human-centered design. They collaborate across

teams and agencies to pilot new approaches, evaluate outcomes, and refine solutions using measurable data.

Successful improvements are scaled and documented to ensure long-term impact. Customers benefit from services that continuously evolve, becoming easier, smarter, and more responsive over time.