



FOR IMMEDIATE RELEASE
Tuesday, Oct. 10, 2023

City of San Diego Solicits Feedback on How to Improve Digital Customer Service

RESIDENTS INVITED TO LEARN ABOUT NEW CUSTOMER EXPERIENCE STRATEGY AND HELP SHAPE THE CITY'S DIGITAL FUTURE

SAN DIEGO – The City of San Diego wants to hear from community members about its plan to improve the digital customer experience. Over the next six weeks, staff from the City's Performance & Analytics Department will attend various community meetings to share its Digital Customer Experience Strategy (DCX).

A first-of-its-kind strategy, the [DCX](#) identifies gaps in how the City of San Diego currently serves people, suggests tangible ways to improve, and provides long-term recommendations to meet -- and ultimately exceed -- customer expectations.

“Digital services are about people,” said Kirby Brady, the City's Chief Innovation Officer and Performance & Analytics Department Director. “By taking a human-centered approach as we implement technology, we can make our customers' and employees' lives easier.”

Customer service is a key operating principle of the City's [Strategic Plan](#) that aims to value residents, customers and employees by designing solutions and services that put people first.

In addition to attending a DCX information session, people are encouraged to fill out the online survey in [English](#) or [Spanish](#).

Informational presentations will be on the agenda at the following community meetings:

Tuesday, Oct. 10, 2023

- University City Planning Group (UCPG), 6 p.m. hybrid (Zoom / 9880 Campus Pointe Drive in third floor Terra Nova room)

Wednesday, Oct. 11, 2023

- San Ysidro Planning Group, 5:30 p.m. at [San Ysidro School District Education Center](#) Board Room, 4350 Otay Mesa Road, San Diego, CA 92154

Wednesday, Oct. 18, 2023

- Tierrasanta Community Council and Planning Group, 6:30 p.m. at [Tierrasanta Recreation Center](#), 11220 Clairemont Mesa Blvd., San Diego, CA 92124

Wednesday, Oct. 25, 2023

- Ocean Beach Town Council, 7 p.m. at the [Point Loma/Hervey Library](#), 3701 Voltaire St., San Diego, CA 92107

Tuesday, Nov. 7, 2023

- Uptown Planners, 6 p.m. at [Joyce Beers Community Center](#), 3900 Vermont St., San Diego, CA 92103
- Eastern Area Communities Planning Committee, 7 p.m. at [Teen Challenge](#), 5450 Lea St., San Diego, CA 92105

Information sessions will also be hosted on:

Tuesday, Oct. 24, 2023

- Council District 5 DCX Information Session, 6 p.m. at [Ed Brown Center](#), 18402 W Bernardo Drive, San Diego, CA 92127

Tuesday, Nov. 14, 2023

- Citywide Digital Information Session, 6 p.m. on Zoom

To learn more, visit the City's website at www.sandiego.gov/digitalcx.

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