



FOR IMMEDIATE RELEASE  
Thursday, Nov. 9, 2023

# City of San Diego to Host Information Session on Improving Digital Customer Experience

## SAN DIEGANS INVITED TO LEARN ABOUT NEW 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 for all residents.

A first-of-its-kind strategy, the [Digital Customer Experience Strategy](#) (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.

Over the past five weeks, staff from the City's Performance & Analytics Department attended community meetings in every City Council District to share its DCX. A virtual information session will take place next Tuesday, Nov. 14, for those wishing to learn more about this initiative.

There will be a question-and-answer session after the presentation. Attendees may also submit their questions in advance when registering for the webinar.

**“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.

The upcoming DCX information session will be the final in a series of community presentations held over the past several weeks. However, the online survey remains open until the end of 2023 and people are encouraged to fill out the survey in [English](#) or [Spanish](#).

**How to access Tuesday’s informational presentation:**

Tuesday, Nov. 14, 2023

- Citywide Digital Information Session, 6 p.m. on Zoom. Registration is optional through an [online form](#). Participants can also join the session directly through [Zoom](#).

To learn more, visit the City's website at [www.sandiego.gov/digitalcx](http://www.sandiego.gov/digitalcx).

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