

CX STRATEGY DEVELOPMENT

Avalon studies how the people your agency serves experience a specific government service, and turns that evidence into a prioritized, costed roadmap your program can fund, build, and measure.

THE PROBLEM WE ADDRESS

Eligible people abandon applications, miss benefits, or fail to comply because the process defeats them, and backlogs and wait times become the mission failure itself.

21st Century IDEA, the Government Service Delivery Improvement Act, and OMB Circular A-11 Section 280 all require agencies to measure customer experience — obligations most agencies cannot evidence.

WHAT WE DO

- Stakeholder alignment and current-state discovery
- PRA-compliant structured interviews and usability observation
- Analysis of existing survey, contact center, and complaint data
- End-to-end journey maps and service blueprints
- Pain points ranked by frequency and severity
- Per-transaction cost modeling across digital, phone, paper, and in-person channels
- CX measurement framework aligned to OMB's post-transaction measures
- 18–36 month roadmap with cost bands and IT-portfolio dependencies

HOW WE DO IT

1 KICKOFF & DISCOVERY

Scope confirmed; stakeholder interviews, document collection, and analytics pulls.

DELIVERABLE
Discovery findings

2 CUSTOMER RESEARCH

Customer interviews, usability observation, and survey analysis.

DELIVERABLE
Voice-of-customer evidence

3 SYNTHESIS & MAPPING

Journey maps, service blueprints, pain-point ranking, and a cost-to-serve model.

DELIVERABLE
Journey maps + cost model

4 STRATEGY & ROADMAP

Measurement framework, opportunity backlog, and an 18-36 month roadmap built with the sponsor.

HANDOVER
Costed, sequenced roadmap

VALUE DELIVERED

- › **A roadmap that survives contact with the build.** Recommendations are pre-checked against RMF/ATO realities and legacy integrations.
- › **Cost where the cost actually is.** A channel cost-to-serve model shows which process defects generate the most expensive contacts.
- › **A budget office can defend it.** The roadmap comes with cost bands and a measurement framework aligned to OMB's own standard.
- › **Capped exposure to start.** A milestone-gated strategy sprint lets an agency evaluate Avalon before committing to a larger team.

THE ONE THING TO REMEMBER

A roadmap written by people who know what an ATO boundary will do to a recommendation.

COMMONLY PROCURED AS

Customer experience (CX) strategy & journey mapping services

AT A GLANCE

Model	Fixed-price, scoped per engagement
Typical	12–20 wks for a standard engagement
NAICS	541512, 541511, 541519, 541611, 541690
UEI	Y9MXMMHY3HA1
CAGE	242T0
Standards	21st Century IDEA, GSDI Act, OMB A-11 Section 280, PRA

WHO WE WORK WITH

- Program owner needing to evidence 21st Century IDEA / Section 280 obligations
- CX / service delivery lead facing high abandonment or backlog volume
- Budget office needing a costed, defensible modernization roadmap

COMMITMENT TO QUALITY

Avalon is led directly by a PMP-certified founder with a decade of enterprise engineering experience where every engagement gets senior-level attention, never a subcontracted bench. Delivery follows NIST SP 800-53, RMF, and FISMA, evidence-backed and control-mapped by design. ISO 9001/27001 is on the roadmap as the pipeline scales.

Status: Small business federal contractor based in Los Angeles, CA

21ST CENTURY IDEA GSDI ACT

OMB A-11 SECTION 280 PRA