

# Customer Experience in Government Agencies by Country

## CX Metrics in the Government Agencies

### KEY TAKEAWAYS

- + Italian consumers are the least likely to be satisfied with their recent experience with a government agency (43%), while Chinese consumers are the most satisfied (80%).
- + Consumers' likelihood to trust has decreased by 2 points from 2022 to 2025, while consumer likelihood to purchase more from government agencies increased by 5 points.

	Satisfaction	Trust	Recommend	Purchase More
Australia	55%	53%	49%	52%
Brazil	48%	58%	59%	61%
Canada	57%	55%	44%	48%
China	<b>80%</b>	80%	67%	<b>80%</b>
Denmark	63%	68%	52%	47%
France	N/A	N/A	N/A	N/A
Germany	N/A	N/A	N/A	N/A
Hong Kong (China)	63%	61%	69%	70%
India	60%	73%	71%	67%
Ireland	62%	62%	54%	55%
Italy	<b>43%</b>	<b>49%</b>	43%	<b>36%</b>
Japan	N/A	N/A	N/A	N/A
Mexico	44%	49%	51%	47%
Netherlands	67%	59%	43%	51%
New Zealand	56%	60%	47%	53%
Philippines	64%	68%	71%	68%
Singapore	77%	<b>85%</b>	<b>76%</b>	67%
South Korea	58%	65%	51%	65%
Spain	58%	53%	<b>41%</b>	44%
Sweden	56%	59%	49%	46%
United Arab Emirates	80%	83%	75%	76%
United Kingdom	54%	57%	50%	46%
United States	62%	51%	49%	51%

### ABOUT

Base: 23,730 consumers across 23 countries  
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

# Customer Experience in Government Agencies, 2022-2025

## Customer Experience in Government Agencies

Satisfaction Trust Recommend Purchase More

Global: 2025

60%

Satisfaction

62%

Trust

56%

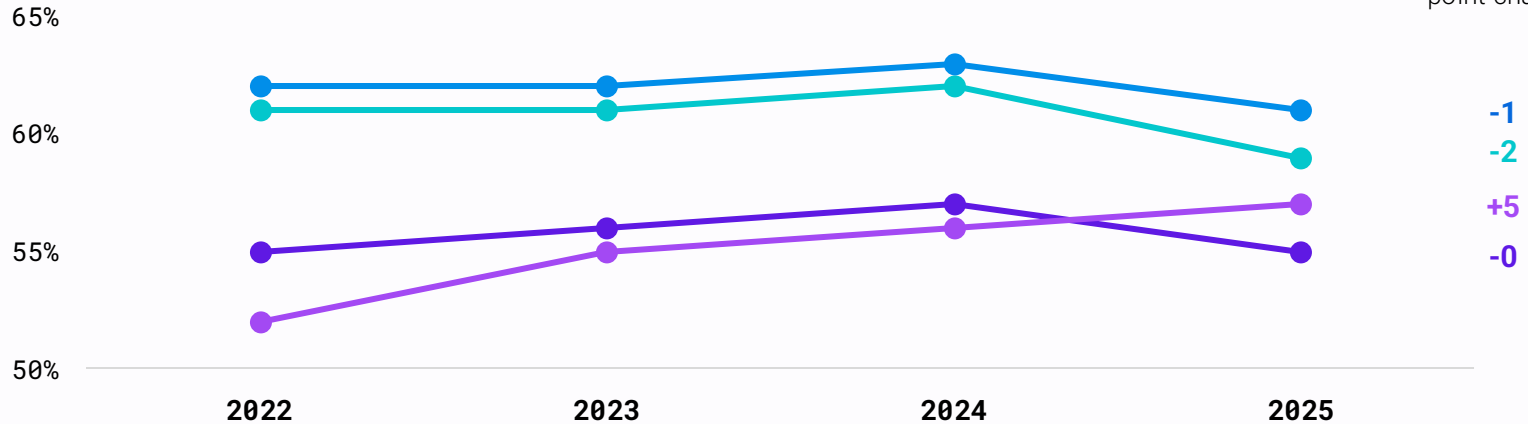
Recommend

56%

Purchase More

### CX Metrics over time 2022-2025

3 year %-  
point change



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## DATA CALCULATION

Data was only reported on and analyzed from industries with a sample size of 100+ in each country – otherwise reported as N/A. Consumers responded only about experiences with industries they had an interaction with in the previous 90 days.

Year-over-year calculations were performed using data only from the 20 countries from which we collected data in both 2023 and 2024. Calculations of CX metric changes from 2022-2025 were conducted only using data from the 19 countries from which we collected data in 2022, 2023, 2024, and 2025. Year-over-year calculations were not conducted including Hong Kong (China) due to small sample sizes. Data was not collected on auto dealer, electronics, and hotel industries in 2022.

CX metrics for all years are reported as the percentage selecting the top 2 boxes on a 5-point Likert scale out of the total number of responses for each country/industry.

All Global numbers are an average across all countries.

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