



STATE of MINNESOTA

Proclamation

- WHEREAS: Customer experience helps organizations better understand and meet the needs of the people they serve, building trust, strengthening relationships, and improving outcomes; and
- WHEREAS: Minnesota prioritizes customer-centered service delivery and continuous improvement to make government services more accessible, responsive, and effective; and
- WHEREAS: Minnesotans are better served when businesses, nonprofit organizations, educational institutions, healthcare providers, Tribal enterprises, local governments, state agencies, and community organizations place customers, clients, patients, residents, and visitors at the center of their work and continuously seek to improve the experiences they provide; and
- WHEREAS: Customer experience professionals and frontline employees throughout Minnesota demonstrate dedication, empathy, innovation, and excellence in serving others, improving the quality of life, economic vitality, and well-being of communities across our state; and
- WHEREAS: Organizations that listen to their customers and design secure, accessible services around their needs foster innovation, strengthen communities, enhance public confidence, and contribute to Minnesota's continued success; and
- WHEREAS: The Walz-Flanagan Administration oversaw transformative modernization of service delivery, including a structural overhaul of human services that strengthened program oversight and efficiency; Governor Walz also signed bipartisan legislation establishing a \$90 million, three-year IT Modernization Fund for technology updates across state, county, and Tribal Nation systems, improving efficiency, accuracy, and customer experience; and
- WHEREAS: Minnesota IT Services and its state agency partners advanced Minnesota's commitment to improving services, completing 88 new or improved digital self-service offerings – far exceeding the goal of 40 by 2027; and
- WHEREAS: Customer Experience Day highlights the importance of listening to customers, understanding their needs, and continuously improving services to create meaningful, trusted, and effective experiences; and
- WHEREAS: All Minnesotans are encouraged to recognize and celebrate the professionals, organizations, and leaders who create exceptional experiences and strengthen our communities through service excellence.

NOW, THEREFORE, I, TIM WALZ, Governor of Minnesota, do hereby proclaim Tuesday, October 6, 2026, as:

CUSTOMER EXPERIENCE DAY

in the State of Minnesota.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Minnesota to be affixed at the State Capitol this 2nd day of October.


GOVERNOR



SECRETARY OF STATE