Federal Customer Experience

When the American public interacts with their government, they should get a simple, seamless, and secure customer experience that’s on par with top consumer experiences.

“It is the policy of the United States that, in a Government ‘of the people, [and] for the people,’ improving service delivery and customer experience should be fundamental…”

Executive Order 14058
Signed December 13th, 2021

AUTHORITIES, LAW, INITIATIVE

Executive Order 14058: Transforming Federal Customer Experience and Service Delivery to Rebuild Trust in Government
- Sec. 4: Directs 16 agencies to take 30 actions to improve customer experience
- Sec. 5: Instructs the White House, Office of Management and Budget (OMB), and the President’s Management Council (PMC) to select a limited number of Life Experiences to coordinate service delivery and identify areas to improve and streamline policy. Directs OMB and the General Services Administration (GSA) to create a roadmap for developing prioritized common services, platforms, and products
- Sec. 6: Authorizes the Director of OMB to designate high-volume, public-facing Federal entities as High Impact Service Providers for ongoing oversight and support
- Sec. 7: Provides actions all agencies should take to improve customer experience through performance plans, digital modernization, and information collections

President’s Management Agenda (PMA), Priority 2: Deliver excellent, equitable and secure Federal services and customer experience
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- Deliver customer experiences on par with or more effective than leading consumer experiences
- Reduce burden for government’s customers and improve trust in government

21st Century Integrated Digital Experience Act (IDEA)
- Requires agencies to improve the digital experience for government customers and nonfederal existing requirements for Federal websites
- Directs agencies to modernize new and existing websites, redesign service forms, and streamline access across electronic interactions, improve CX and digital service delivery, and transition to centralized shared services

OMB Circular A-11, Section 280
- Federal government’s core CX policy
- Identifies High Impact Service Providers (HISPs) programs and directs them to:
  - Designate two priority services for assessment and improvement
  - Conduct self-assessment and report to OMB
  - Collect customer feedback across government-wide metrics in surveys and reports through public facing dashboards
  - Produce CX action plans in line with agency budget and strategy

Office of Management & Budget (OMB)
- Oversea implementation of the President’s vision across the Executive Branch
- Establish government-wide strategy and management of customer experience, including resolving issues between agencies or making decisions when authority is unclear
- Manage interagency teams leading cross-agency Life Experiences

High Impact Service Providers (HISPs)
- Operate as Federal entities that provide (or fund) high impact customer-facing services; either a large customer base or a high impact on those served by the program
- Designate priority services and deliver specific improvements to those experiences

Agency Chief Information Officers (CIOs)
- Manage and continuously improve the delivery of Federal digital services to the public, including a simple, seamless, and secure digital experience

GSA Technology Transformation Service (TTS)
- Identify and prioritize the development of Federal shared products, services, and standards that enable simple, seamless, and secure customer experiences across HISPs

FEDERAL CX ECOSYSTEM

President’s Management Council (PMC)
- Advise the President and OMB on government reform initiatives; provides performance and management leadership; oversees implementation of government-wide management policies and programs (PMA, Priority 2)
- Drive CX improvements at agencies through strategic planning, CX action plans, and CX agency commitments (EO 14058, Sec. 4 & 5)
- Designate priority agency Life Experiences and form interagency teams for Discovery and implementation (EO 14058, Sec. 5)

Office of Management & Budget (OMB)
- Designate high-volume, public-facing Federal entities as High Impact Service Providers for ongoing oversight and support
- Select a limited number of High Impact Service Providers (HISPs) for ongoing oversight and support

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PERSPECTIVE

The Federal government is the largest and most complex service delivery organization in the world.

- 1 in 4 Americans is covered by Medicaid
- TSA screens more than 2 million passengers per day
- 1 in 8 or 42 million Americans are managing student loans
- 4 million Americans become eligible for Social Security benefits each year
- 25 million individuals and families survived a Federally recognized disaster last year

RESOURCES
- Federal Customer Experience and Performance
- Collectively, more than 10 agencies across Government have formed interagency teams to improve the public’s experience during the following moments in people’s lives:
  - Approaching retirement
  - Recovering from a disaster
  - Navigating the transition to civilian life
  - Collecting and managing electronic health information
  - Accessing Federal benefits
  - Paying a Federal debt

QUESTIONS
- Visit factsheet on fede.cx.gov