

CAP GOAL 4

IMPROVING CUSTOMER EXPERIENCE WITH FEDERAL SERVICES

Federal agencies will provide a modern, streamlined, and responsive customer experience across Government, comparable to leading private-sector organizations.



THE CHALLENGE

Whether seeking a loan, Social Security benefits, veterans benefits, or other services provided by the Federal Government, individuals and businesses expect Government customer services to be efficient and intuitive, just like services from leading private-sector organizations. Yet the 2016 American Consumer Satisfaction Index and the 2017 Forrester Federal Customer Experience Index show that, on average, Government services lag nine percentage points behind the private sector.



THE GOAL

This goal will:

- Transform the customer experience by improving the usability and reliability of our Federal Government's most critical digital services;
- Create measurable improvements in customer satisfaction by using the principles and practices proven by leading private sector organizations;
- Increase trust in the Federal Government by improving the experience citizens and businesses have with Federal services whether online, in-person, or via phone; and
- Leverage technology to break down barriers and increase communication between Federal agencies and the citizens they serve.



THE STRATEGIES

Agencies will focus on four strategies:

- Improving digital services;
- Modernizing customer experiences for high-impact Federal programs;
- Rewarding programs and people that demonstrate outstanding service; and
- Creating a support and accountability network to ensure sustainable customer experience improvement across Government.



WHAT SUCCESS LOOKS LIKE

A modern, streamlined and responsive customer experience means:

- Raising government-wide customer experience to the average of the private sector service industry, as measured by external organizations;
- Developing indicators for high-impact Federal programs to monitor progress towards excellent customer experience and mature digital services;
- Providing the structure and resources to ensure customer experience is a focal point for agency leadership; and
- Examples of programs where improved customer service will impact millions of Americans include Federal Student Aid, Airport Security Screening, National Parks, Veterans Health Care, Passport Services, Emergency and Disaster Relief, and Medicare.



THE TEAM

The Department of Veterans Affairs and Office of Management and Budget will lead this goal. Other participating agencies include the Departments of Agriculture, Commerce, Education, Health and Human Services, Housing and Urban Development, Interior, Labor, State, and Treasury as well as the General Services, Small Business, and Social Security Administrations and the Office of Personnel Management.