

The Federal Government works with ServiceNow.

Redesigning the Customer Experience

3:45 p.m. – 4:20 p.m.



Shadeh Ardani
ServiceNow



Justin Brooks
ServiceNow

Agenda

Citizen Experience and Satisfaction Report

Overview of the PMA and EO

HISPs

ServiceNow CX use cases

CSM overview

What's Next?

Q&A

BRIEFING ROOM

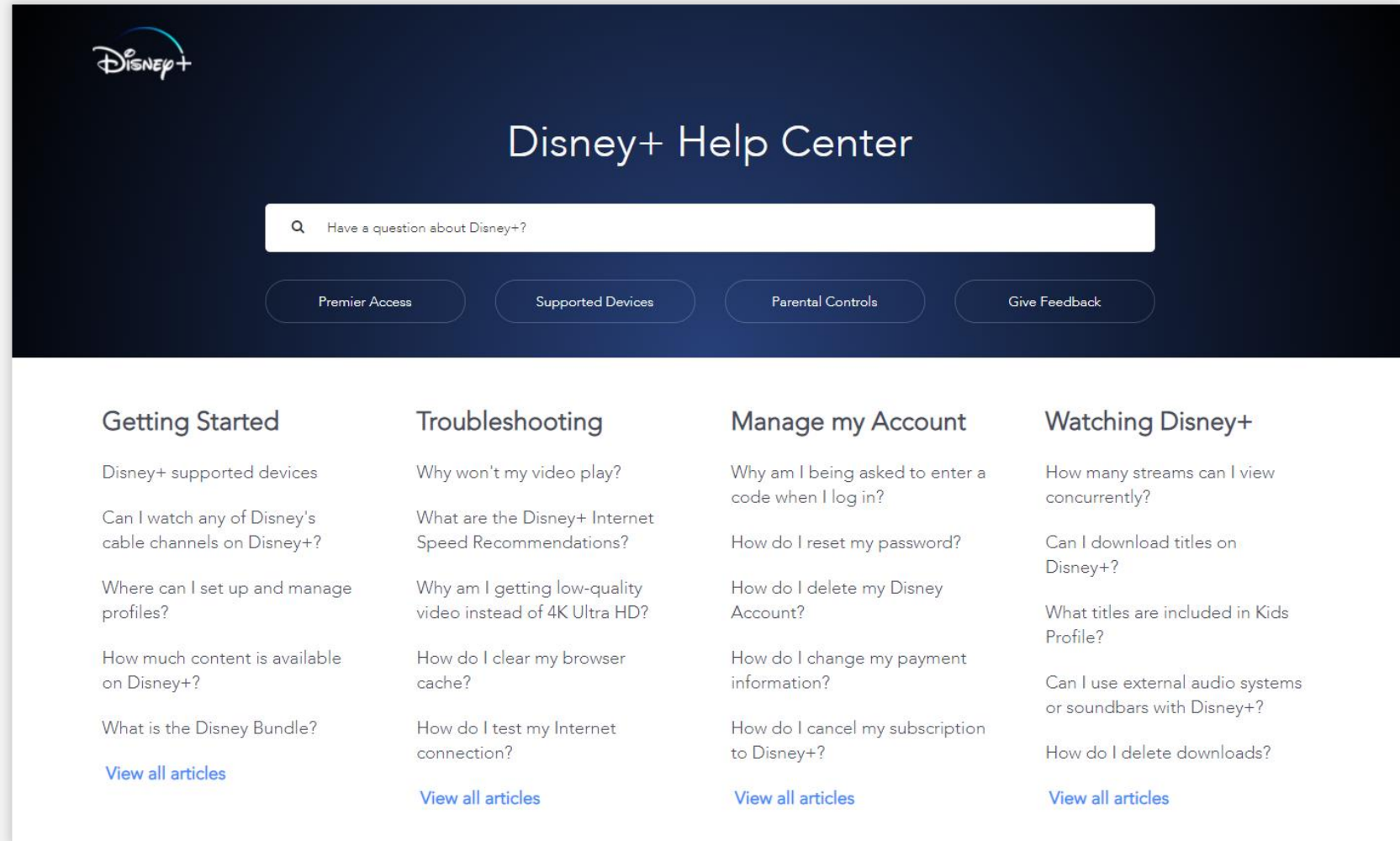
FACT SHEET: Putting the Public First: Improving Customer Experience and Service Delivery for the American People

DECEMBER 13, 2021 • STATEMENTS AND RELEASES

The Federal Government interacts with millions of people each day and provides vital services during some of the most critical moments in people's lives. Whether searching for vaccine safety information, claiming retirement benefits, receiving health insurance, passing through a security checkpoint, or checking the status of a farm loan application, Americans expect Government services to be responsive to their needs. But too often, people have to navigate a tangled web of Government websites, offices, and phone numbers to access the services they depend on. The Biden-Harris Administration is committed to ensuring an effective, equitable, and accountable Government that meets the needs of its people.

Today, the President is taking decisive action to promote fiscal stewardship by improving the Government's service delivery to its customers, the American people. The President will sign an Executive Order, *Transforming Federal Customer Experience and Service Delivery to Rebuild Trust in Government*, directing that Government leaders account for the experiences of the public in seeking Government services. The President is making sure we're building accountability and transparency into everything we do and that we're good stewards of taxpayer dollars. As the President has said: "We have to prove

What if the Government could run like Disney+



Post-COVID-19 Government Citizen Experience Report: A national study



Post-COVID-19 Government Citizen Experience Report: A national study

Citizens want self-service

- **73%** prefer self-service interactions
- **27%** prefer to speak with someone by telephone

Customers expect more improvements

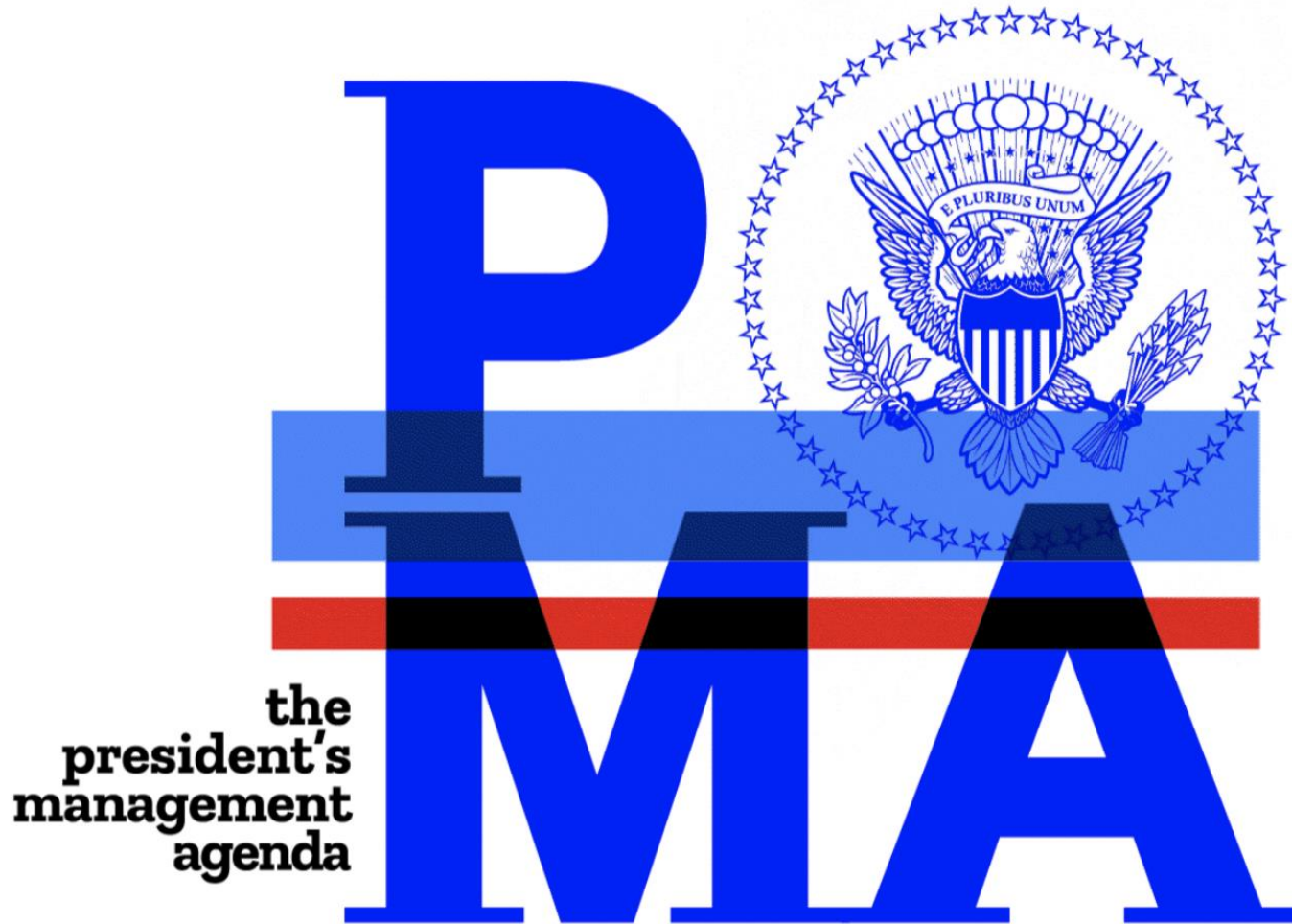
- **39%** of respondents indicated that they have not seen an improvement in their experience when engaging with the Federal Government since the onset of COVID-19
- **53%** reported that their experience has been about the same

Feedback is expected

- **79%** said they were somewhat or very likely to provide feedback to the Federal Government if they had a poor experience
- **76%** said they were very likely to tell friends or post socially about a bad experience with the Federal Government

Digital is the future

- **40%** reported wait times over five minutes when on the phone
- **39%** have experienced slower than normal mail delivery
- **33%** reported that information was hard to find on Federal websites



Priority 1

Strengthening and empowering the Federal workforce

Priority 2

Delivering excellent, equitable, and secure Federal services and customer experience

Priority 3

Managing the business of Government to Build Back Better



BRIEFING ROOM

Executive Order on Transforming Federal Customer Experience and Service Delivery to Rebuild Trust in Government

DECEMBER 13, 2021 • PRESIDENTIAL ACTIONS

- ▶ On December 13, President Biden signed a new **Executive Order (EO)** to improve the Government's service delivery to its customers—the American people.
- ▶ Upon signing the EO, the President declared that the EO is to ensure that “the Federal government puts you, the American people, at the front of the line and first in everything we do.”
- ▶ The Order directs 36 customer experience improvements across 17 Federal agencies. These are designated as High Impact Service Centers (HISPs).

Designated High Impact Service Providers



Department of Agriculture

- 1 Farm Services Agency
- 2 Forest Service
- 3 Food and Nutrition Service
- 4 Natural Resource Conservation Service
- 5 Rural Development



Department of Health and Human Services

- 10 Centers for Medicaid and Medicare Services



Agency for International Development

- 20 Agency for International Development



Social Security Administration

- 28 Social Security Administration



Department of Veterans Affairs

- 33 Veterans Benefits Administration
- 34 Veterans Health Administration



Department of Commerce

- 6 Census
- 7 United States Patents and Trademarks Office



Department of Homeland Security

- 11 Citizenship and Immigration Services
- 12 Customs and Border Protection
- 13 Federal Emergency Management Agency
- 14 Transportation Security Administration



Department of Labor

- 21 Employment and Training Administration
- 22 Employee Benefits Security Administration
- 23 Occupational Safety and Health Administration
- 24 Office of Workers' Compensation Programs



Department of State

- 29 Passport Services



Cross-Agency Coordination

- 35 Recreation.gov



Department of Education

- 8 Federal Student Aid



Department of Housing & Urban Development

- 15 Housing and Urban Development



Office of Personnel Management

- 25 Federal Employment Services
- 26 Retirement Services



Department of Transportation

- 30 Build America Bureau



General Services Administration

- 9 USA.gov



Department of the Interior

- 16 Bureau of Indian Affairs
- 17 Bureau of Trust Fund Administration
- 18 Fish and Wildlife Service
- 19 National Park Service



Small Business Administration

- 27 Small Business Administration



Department of the Treasury

- 31 Treasury Department
- 32 Internal Revenue Service

The included entities are identified as High Impact Service Providers (HISPs) and are subject to OMB Circular A-11 Section 280 activities including an annual enterprise-wide CX capacity assessment and action planning, designation of at least two high impact services, improved performance management for designated services, customer feedback collection and public reporting.

<https://performance.gov/cx/>

US BY THE PEOPLE FOR THE PEOPLE WITH THE PEOPLE

The public resources



**THE BIDEN-HARRIS
MANAGEMENT
AGENDA VISION**
*Toward an Equitable, Effective, and
Accountable Government that Delivers
Results for All*

**P
MA**

PMA Vision

BRIEFING ROOM


Executive Order on Transforming Federal Customer Experience and Service Delivery to Rebuild Trust in Government

DECEMBER 13, 2021 • PRESIDENTIAL ACTIONS

Executive Order on CX

OMB CIRCULAR 40 PART 4 SECTION 101

Designated High Impact Service Providers



List of HSPs



performance.gov

OMB HISP Action Plans

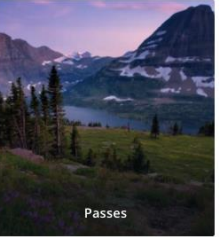
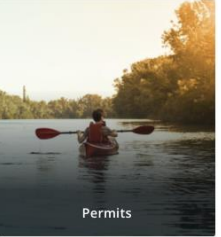


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We're here to help you dream up your next trip, figure out the details, and reserve experiences at over 4,200 facilities and 113,000 individual sites across the country. There's something for everyone on Recreation.gov, so get out there, experience the USA, and bring home a story!








Explore Destinations & Activities

Discover new experiences, historic landmarks, and outdoor escapes right down the road or across the country. From camping, hiking, and horseback riding to wildlife viewing, monument tours, and ranger-led activities – you can find it on Recreation.gov!

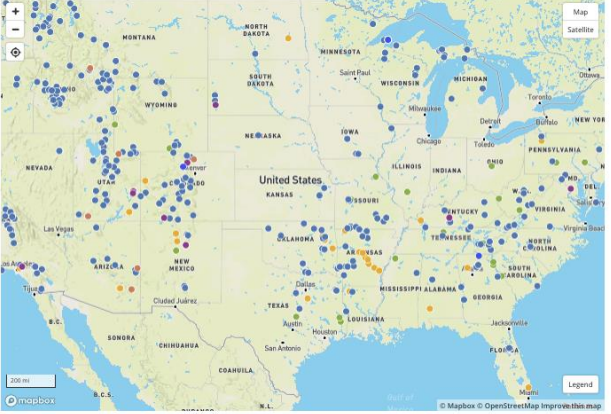
Find Destinations by State Sort By

Location name or ZIP code Sort By

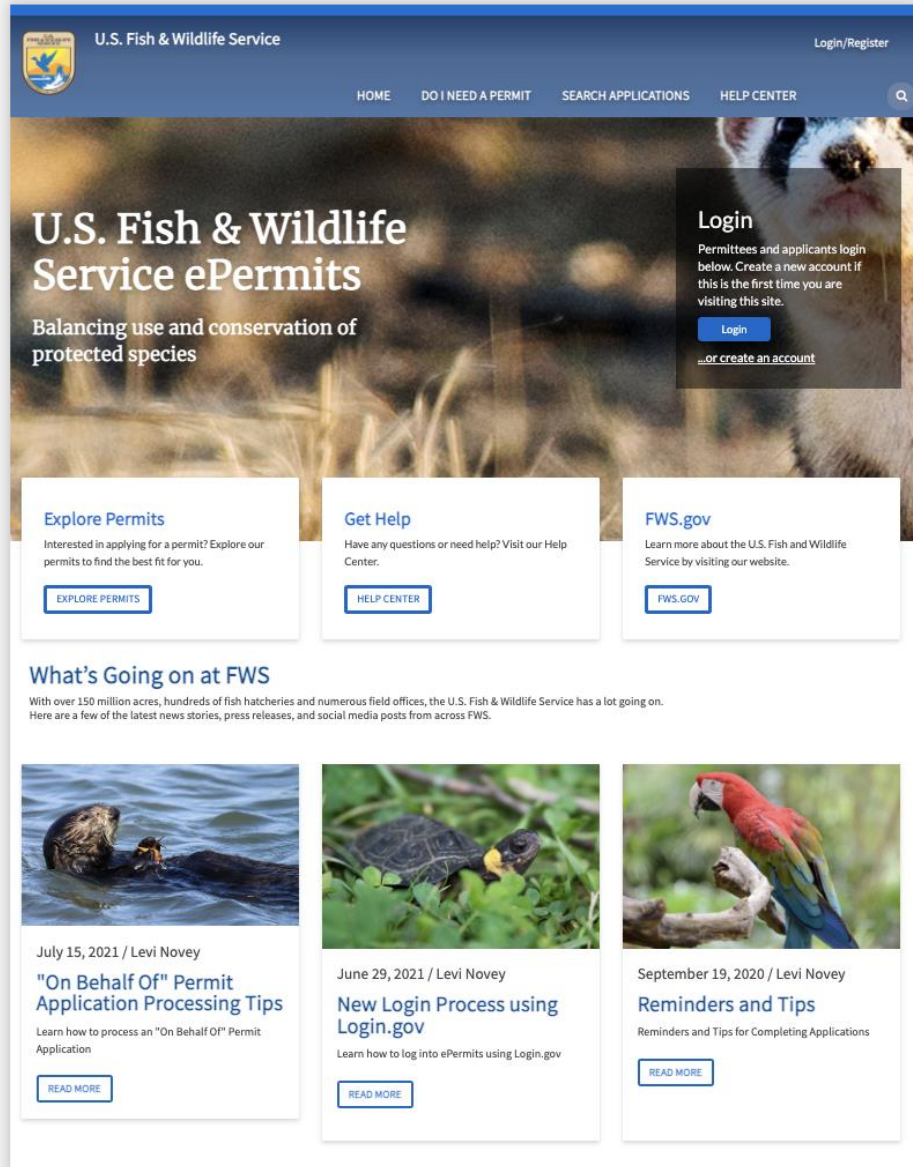
Filters Show Full Map

-  1-Day Personal Vehicle Timed Entry
Arches National Park Timed Entry
-  1-Day San Gabriel OHV Vehicle Tickets
San Gabriel Canyon OHV Area Vehicle Tickets
-  18 Road - North Fruita Desert
Bureau of Land Management • Loma, Colorado
-  AA Bar Ranch (AA Barn) Group Picnic Site
Arapaho & Roosevelt National Forests Pawnee NG • Grand Lake, Colorado
-  ABRAM'S CREEK CAMPGROUND
Great Smoky Mountains National Park • Taliaferro, Tennessee
★★★★☆ (72)

1 - 5 results of 300+ 1 2 3 4 80



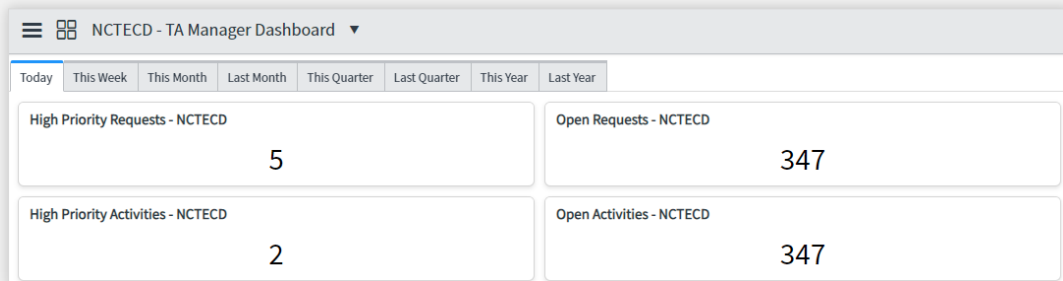
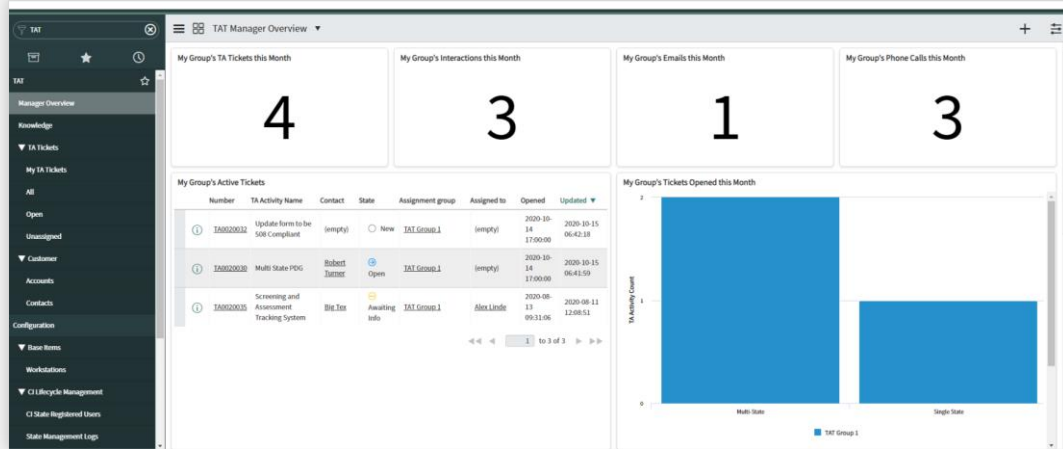
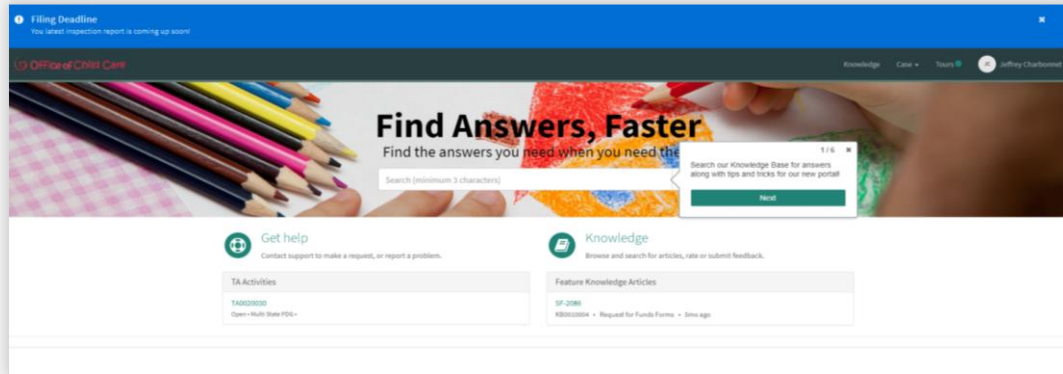
recreation.gov



The screenshot shows the U.S. Fish & Wildlife Service ePermits website. At the top, there is a navigation bar with the U.S. Fish & Wildlife Service logo, the text "U.S. Fish & Wildlife Service", and a "Login/Register" link. Below the navigation bar are links for "HOME", "DO I NEED A PERMIT", "SEARCH APPLICATIONS", and "HELP CENTER". The main content area features a large banner with the text "U.S. Fish & Wildlife Service ePermits" and "Balancing use and conservation of protected species". A "Login" button is prominently displayed, with a subtext: "Permittees and applicants login below. Create a new account if this is the first time you are visiting this site." Below the banner are three white boxes with blue headers: "Explore Permits", "Get Help", and "FWS.gov". Each box contains a brief description and a corresponding button. The "What's Going on at FWS" section follows, with a sub-header and a paragraph of text. Below this are three article cards, each with an image, a date, an author, a title, a short description, and a "READ MORE" button.



ePermits



ADMINISTRATION FOR
CHILDREN & FAMILIES

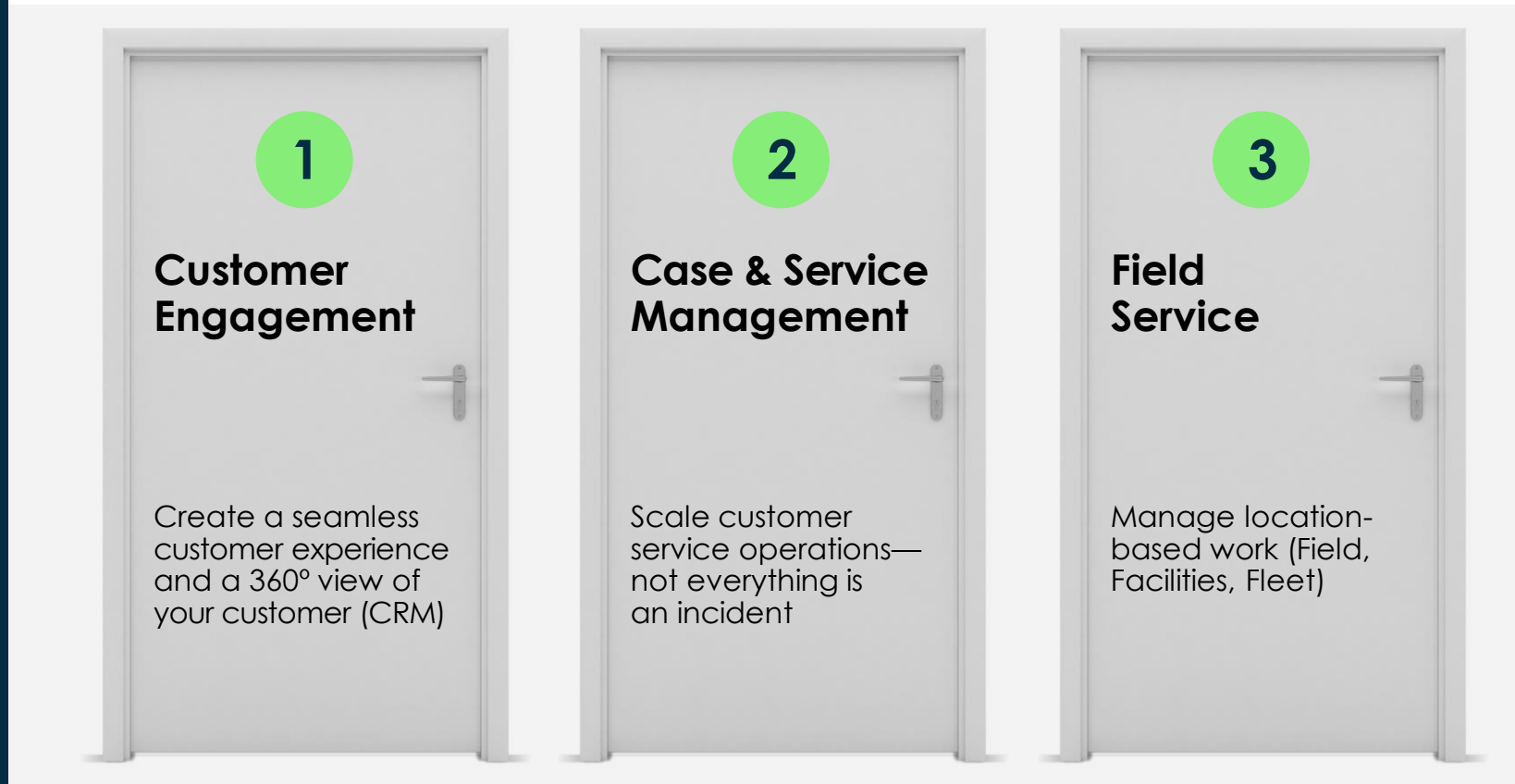
Technical Assistance Tracker



Army Maintenance Application (ARMA)

Why ServiceNow customer workflows?

3 doors of value



1 cloud, 1 platform, 1 database, 1 architecture, 1 ServiceNow

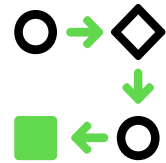
ServiceNow Customer Relationship Management and Customer Service Management



360° view

Put your customer at the center of everything

Intelligently manage business relationships with internal and external customers



End-to-end

Connect people, processes, and systems

Resolve complex cases that require more than a simple, one-time, quick fix



Self-service

Automate and personalize self-service (provide in-person support when needed!)

Drive action to instantly take care of common customer requests

Public Sector Digital Services (PSDS)

Connecting teams, systems and processes on a single, secure digital platform

PSDS modernizes government service delivery by enabling Federal agencies to:

- **Fuel mission-oriented innovation:** Quickly develop applications for government services on a composable public sector foundation with packaged government data model and low-code workflows
- **Deliver great customer experiences:** Make it easy for customers to request services, report issues, and manage their personal contact, business, household, and identity information
- **Resolve customer cases faster:** Equip agents with a configurable workspace and experience that is tailored for government

Builds on and wholly includes full CSM & ITSM entitlements and the ability to extend with App Engine.

Future roadmap: Permits & Licenses, Grant Management, FOIA, Fraud, Inspections, and much more.

The screenshot displays the ServiceNow user interface for a government agency. At the top, the ServiceNow logo is visible, along with navigation links for Services, Knowledge, Your cases, Your information, and Notifications. Below this is a header with the text "Your government working for you" and a mission statement: "Our mission is to connect people to public services and information, quickly and easily, via a communication channel of their choice." A search bar for support articles and requests is also present.

The main content area shows a user profile for "Derrick Bird". The profile is organized into several sections:

- Consumer:** A sidebar menu with options like "Jump to section navigation", "Consumer", "Identification Information", "Primary Address", "Additional Information", "Preferences", "Login Details", "Notes", "More form options", and "Toggle Annotations Off/On".
- Identification Information:** A section containing fields for "Primary identification type", "State Identification Number", "Social security number", "State identification number" (with value 6759-0050-8), and "Date of birth" (with value 1975-03-22).
- Primary Address:** A section for address details.
- Services Received:** A section with a count of 2 services. Below this, there are links for "Benefits-Children and Families-Child Care Services-Meals for Kids" and "Permits-Planning and Development-Building Permits-Fence Permits".

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