Redesigning the Customer Experience

3:45 p.m. – 4:20 p.m.

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Federal Forum 2022

The Future of [Government] Work:
Agile, Efficient, Effective

Agenda

Citizen Experience and Satisfaction Report

Overview of the PMA and EO

HISPs

ServiceNow CX use cases

CSM overview

What's Next?

Q&A

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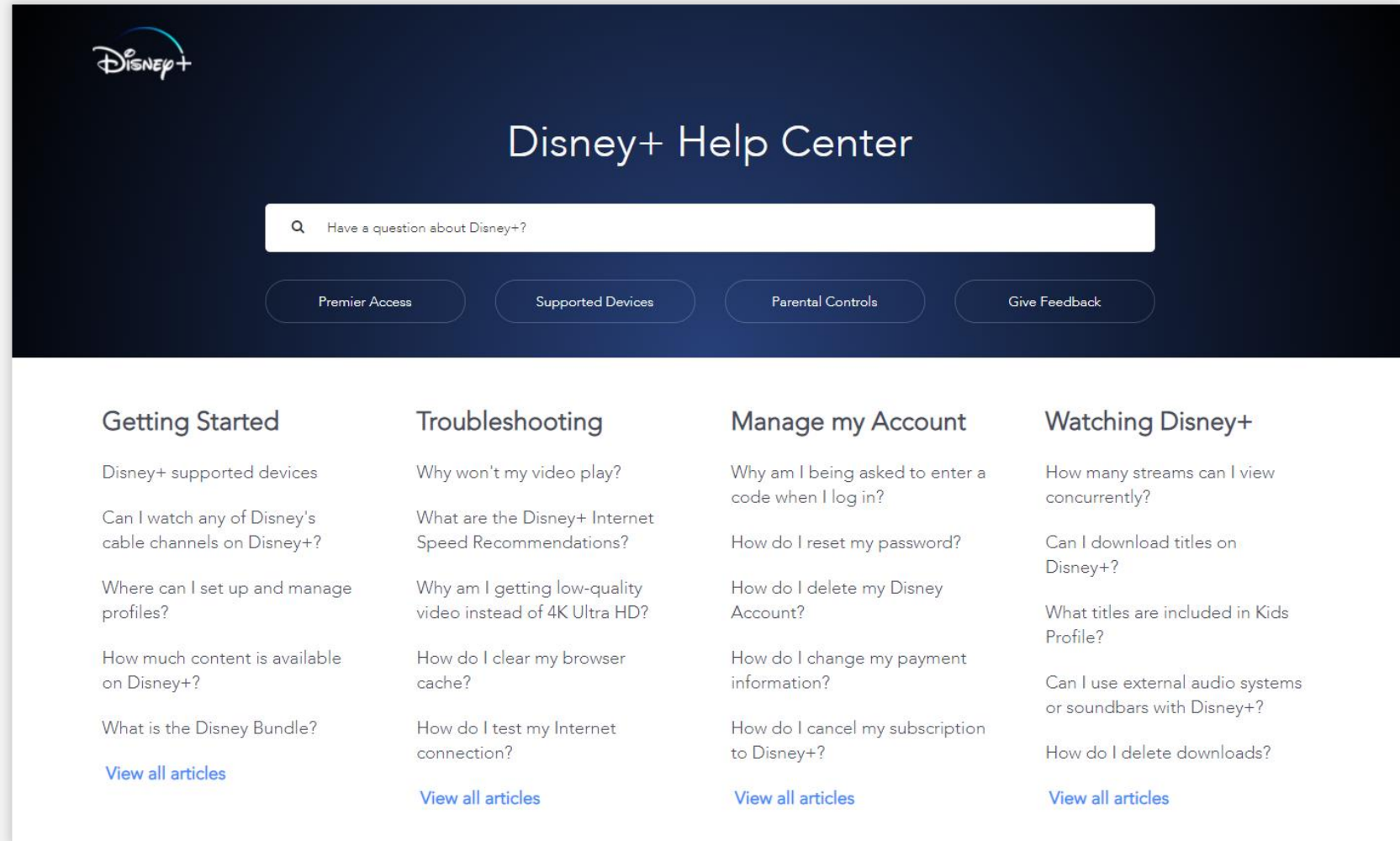
Post-COVID-19 Government Citizen Experience Report: A national study

carahsoft

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

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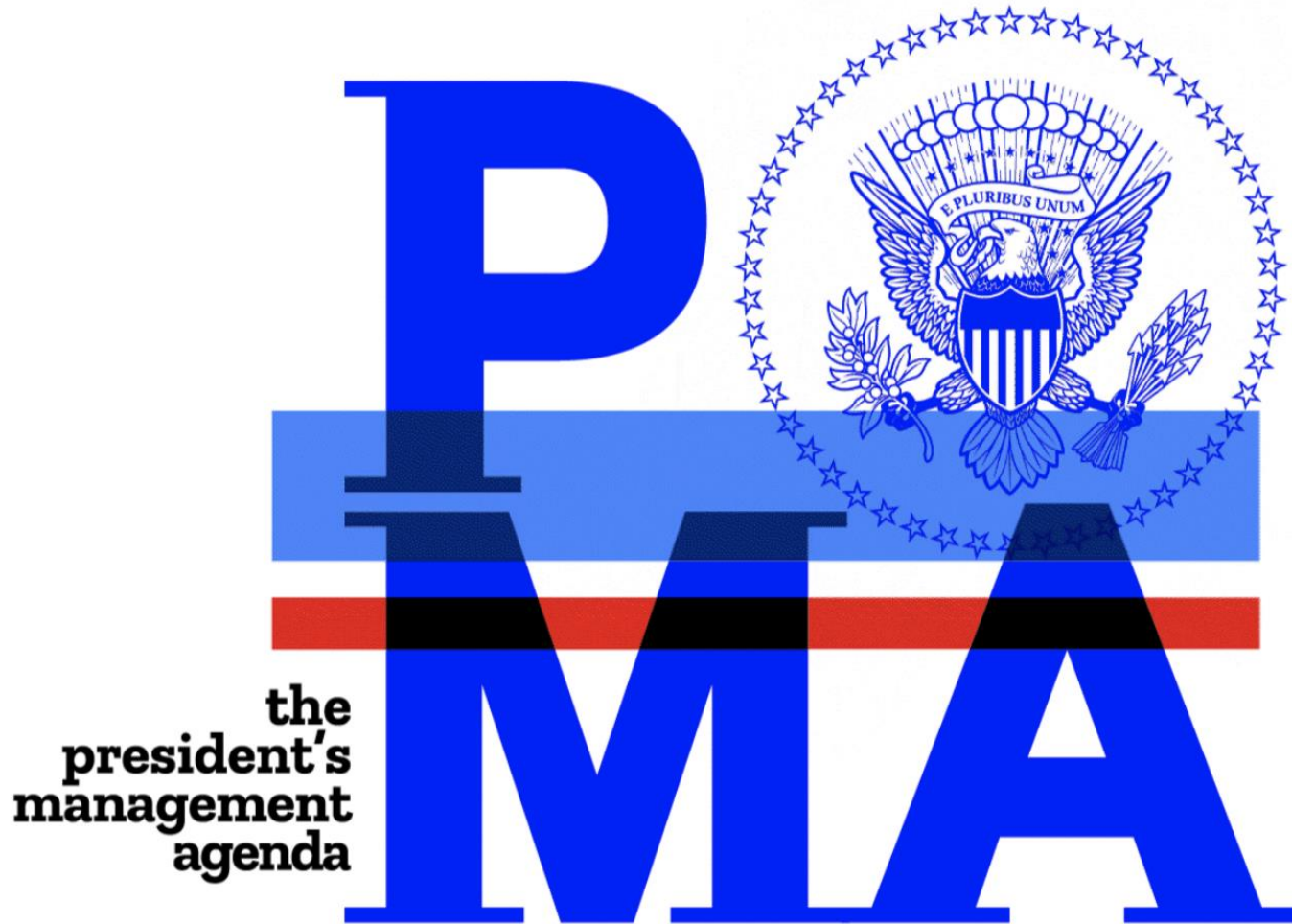
Priority 1

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).

OMB CIRCULAR A-11 PART 6 SECTION 280

FALL 2021 / FY2022

Designated High Impact Service Providers

USDA
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 Commerce
6. Census
7. United States Patents and Trademarks Office

Department of Education
8. Federal Student Aid

GSA
General Services Administration
9. USA.gov

Department of Health and Human Services
10. Centers for Medicaid and Medicare Services

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 Housing & Urban Development
15. Housing and Urban Development

Department of the Interior
16. Bureau of Indian Affairs
17. Bureau of Trust Fund Administration
18. Fish and Wildlife Service
19. National Park Service

Agency for International Development
20. Agency for International Development

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

Office of Personnel Management
25. Federal Employment Services
26. Retirement Services

SBA
Small Business Administration
27. Small Business Administration

Social Security Administration
28. Social Security Administration

Department of State
29. Passport Services

Department of Transportation
30. Build America Bureau

Department of the Treasury
31. Treasury Department
32. Internal Revenue Service

Department of Veterans Affairs
33. Veterans Benefits Administration
34. Veterans Health Administration

Cross-Agency Coordination
35. Recreation.gov

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

PMA Vision

Executive Order on CX

List of HSPS

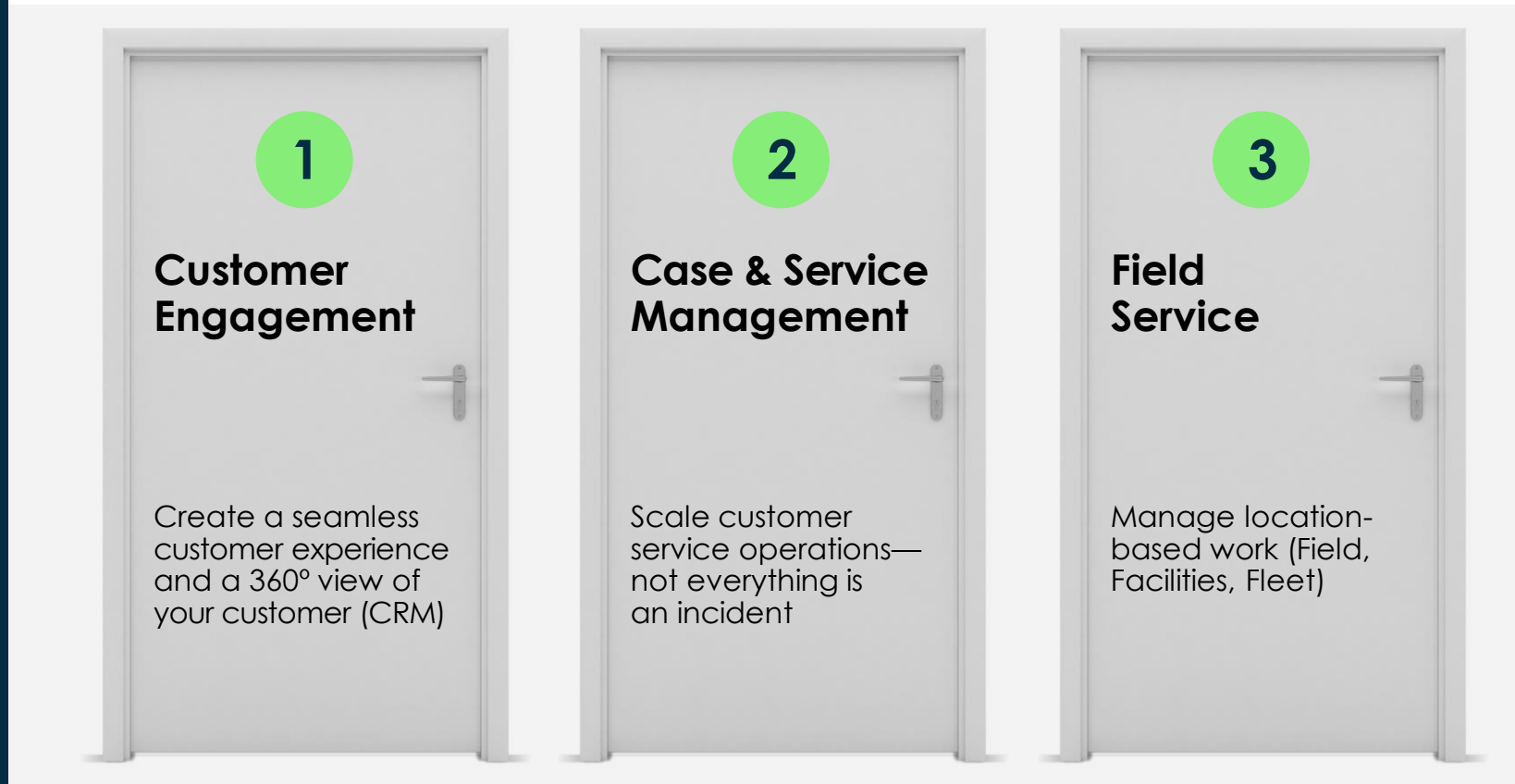**OMB HISP Action Plans**

recreation.gov

ePermits

Technical Assistance Tracker

Army Maintenance Application (ARMA)

Why ServiceNow customer workflows?

3 doors of value

1

Customer Engagement

Create a seamless customer experience and a 360° view of your customer (CRM)

2

Case & Service Management

Scale customer service operations—not everything is an incident

3

Field Service

Manage location-based work (Field, Facilities, Fleet)

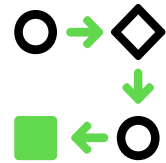**1 cloud, 1 platform, 1 database, 1 architecture, 1 ServiceNow**

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.

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