Agenda

- Customer Experience (CX) Defined

- Federal Efforts to Improve CX

- Highlights of CX in the Federal Government

- Approach to CX Implementations

CX Defined

Customer Experience (CX) is how individuals or groups perceive their interactions with an entity.

The OMB Circular A-11 defines this within the US Government as: "A combination of factors that result from touchpoints between an individual, business, or organization and the Federal Government over the duration of an interaction and relationship. These factors include ease/simplicity, efficiency/speed, and equity/transparency of the process, effectiveness/quality of the service itself, and the helpfulness of service delivery employees. Similar to their application in the private sector, these factors can drive the overall satisfaction and confidence/trust with the program, agency, and the government at large."

Athena
Federal Solutions

#AthenaWise

Federal Efforts to Improve CX

OMB A-11, Section 280
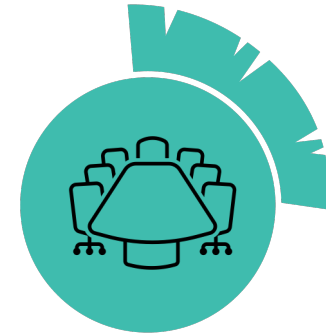
CX Program Maturity Model
- Organization/Accountability
- CX Program Maturity
- CX Data Collection
- CX Delivery Improvement

Legislation (S1275 & HR 2586)

CX Tools for Measuring
- Overall Satisfaction
- Accomplished Tasks
- Respect and Professionalism
- Timely Service

President's Management Agenda

Executive Order
- Improving Digital Services
- Modernizing CX for High Impact Federal Programs
- Rewarding Outstanding Service
- Creating Network to Ensure Sustainable CX

Athena
Federal Solutions

#AthenaWise

High Impact Service Providers (HISPs)

We're working to transform the way government serves the public.

Despite some important strides to improve customer experience, many federal government services fail to meet the expectations of the public, creating unnecessary hassle and cost for citizens, businesses, and the government itself.

The Customer Experience Cross-Agency Priority Goal and *OMB Circular A-11 Section 280* begin to raise the standard of service by first focusing on applying proven practices to **High Impact Service Providers (HISPs).** These 25 services across the Federal Government have been identified due to the scale and impact of their public-facing services.

> *At all levels of Government our public servants put our country and our people first. [Their work] creates an environment that allows individuals and companies to thrive.*
>
> *– President Donald J. Trump*

PRESIDENT'S MANAGEMENT AGENDA

More than $1 Trillion dedicated to financing Americans pursuing their education[25]

10 Million patents issued to inventors and entrepreneurs[1,2]

69 Million Americans enrolled in healthcare through HISP programs[4,18,19]

37 Million Acres of land enrolled in conservation programs[7]

HISP HIGHLIGHTS

INNOVATION

Patent & Trademark Office*[1 & 2]
In FY18, issued **338,000 patents** and **273,000 trademarks** including the **10 millionth patent**.

Small Business Administration[3]
Provided more than **$30 billion** to small businesses, supporting **600,000 jobs.**

VETERANS

Veterans Health Administration[4]
Provides care to **9.17 million enrollees** in the VA healthcare system.

Veterans Benefits Administration[5]
Provides **5.2 million Veterans and survivors** with compensation or pension benefits.

LAND

Farm Service Agency[6]
Provided **$39.9 billion** in credit to family operations, supporting Americans in agriculture.

National Resources Conservation Service[7]
Works with more than **500,000 farmers and ranchers** to implement conservation practices that help land to be more productive and profitable.

Trust Beneficiary Call Center Office of the Special Trustee for American Indians[8]
57 million acres of subsurface minerals estates are held in a trust by the United States for American Indians, Indian tribes and Alaska Natives.

EMPLOYMENT

Federal Employment Services[9]
More than **10 million job seekers** have created an account on USAJobs.

Retirement Services[10]
Provides timely services and benefits for over **2.6 million Federal retirees and survivors.**

Internal Revenue Service[11]
In FY17, processed **246 million federal tax returns** and forms with a **$2,862 average individual refund.**

Office of Worker Compensation Programs[12]
Supports **227,000 beneficiaries** who became ill or injured on the job.

Occupational Health & Safety Administration[13]
Conducted **32,020 inspections** in 2018, working to make a difference in the lives of our nation's **130 million workers.**

RECREATION & TRAVEL

Bureau of Consular Affairs[14]
Issues more than **20 million passports** annually, with over **137 million valid passports** in circulation.

Transportation Security Administration[15]
Screens more than **2 million passengers** on more than **25,000 flights** each day.

Fish & Wildlife Service[16]
Supported **54 million visitors** across **556 National Wildlife Refuges** in 2017.

Recreation.gov[17]
Makes it easier for Americans to plan visits to more than **3,200 individual facilities** with more than **90,000 campsites.**

Learn more at performance.gov/CX

HEALTH

Centers for Medicare & Medicaid Services*[18 & 19]
Serves more than **60 million Medicare enrollees** and improves access to healthcare with **11.4 million marketplace enrollments**.

HOUSING

Federal Housing Administration[20]
FHA has active insurance on over **8 million single family** and almost **12,000 multifamily** property mortgages.

SECURITY & IMMIGRATION

Federal Emergency Management Agency[21]
In 2017, supported **4.8 million calls, 2.3 million home inspections,** and **5 million survivor registrations**.

Customs & Border Protection[22]
Safeguards **7,000 miles** of land border with **328 ports** of entry.

Citizenship & Immigration Services[23]
Adjudicates more than **26,000 requests** for various immigration benefits daily.

SOCIAL SECURITY

Social Security Administration[24]
Provides over **$1 trillion** in benefits to approximately **64 million** Americans.

EDUCATION

Federal Student Aid[25]
Provided **$150 billion** in financial aid to assist nearly **13 million** students in furthering their education.

Feedback Data from HISPs

Feedback Data collected for Q2 FY2021: Jan 1 – Mar 31, 2021
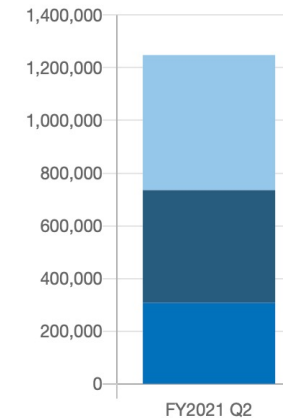
21 of 24
Services collecting feedback

456,995,460
Service interactions

1,247,787
Total responses

Responses by agency

- VHA (email)
- Medicare (phone)
- Healthcare.gov (phone)
- SSA (web)
- IRS (web)
- Medicare (web)
- OPM Retirement (web)
- Others

Responses by channel

FY2021 Q2

- Email
- Phone
- Web

Athena
Federal Solutions

Approach to CX Implementation

Assess Organization's CX Maturity

- Define desired experience
- Conduct research (leadership, staff, customers) to validate current and future state CX and CX organizational maturity
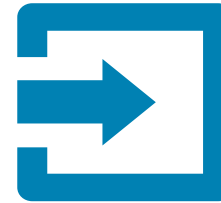
Identify Pain Points (Gap)

- Map and evaluate experience
  - Governance &Strategy
  - Culture & Organization
  - Customer Understanding
  - Service Design

Strategize & Design Improvements

- Use various methods to create improved employee & customer experience
- Prioritize improvements for implementation

Align by Implementing Interventions

- Examples:
  - Leadership Coaching
  - Human Capital improvements
  - Business Processes
  - Communications
  - Education

Measure Improvement

- Loop back to desired experience in a quantitative and qualitative way
- How we doing?

Sustain Experience

- Develop Action Plans to address remaining or newly identified gaps and/or improvement areas

Loop back and repeat design, implementation, and measurement to achieve Action Plans

A variety of tools, approaches, methodologies, and capabilities can be engaged throughout the lifecycle.

Athena
Federal Solutions

#AthenaWise

Questions?

Athena
Federal Solutions