Improving Customer Experience with Federal Services

High Impact Service Provider Annual CX Action Plan

Occupational Safety and Health Administration
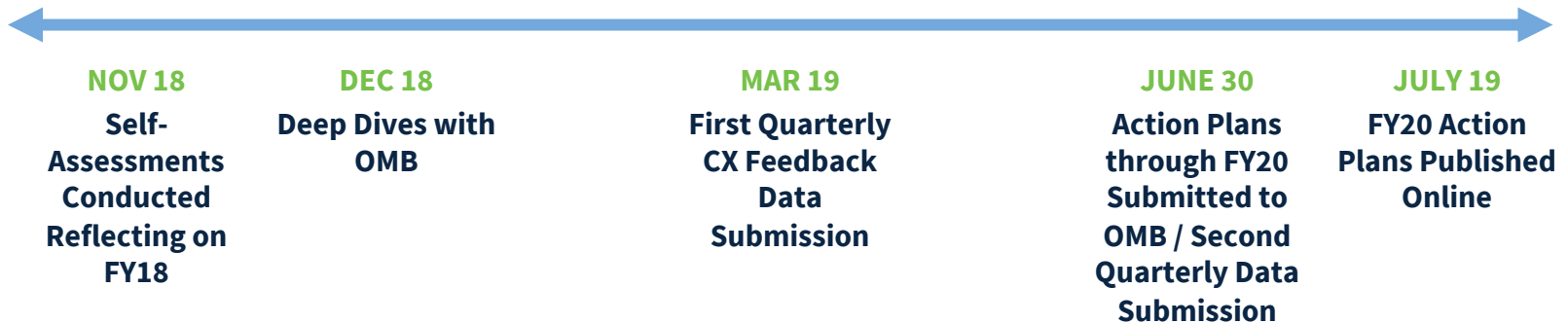
June 2019

FIRST YEAR Timeline for A-11 Section 280

FY19

NOV 18	DEC 18	MAR 19	JUNE 30	JULY 19
Self-Assessments Conducted Reflecting on FY18	Deep Dives with OMB	First Quarterly CX Feedback Data Submission	Action Plans through FY20 Submitted to OMB / Second Quarterly Data Submission	FY20 Action Plans Published Online

ONGOING Timeline for A-11 Section 280

FY20

DEC 19	JAN 20	FEB 20	MAR 20	APRIL 20
Q1 CX Feedback Submission (Ongoing Quarterly)	Self-Assessments Conducted Reflecting on FY19	Deep Dives with OMB	Action Plans through FY21 Submitted to OMB	FY21 Action Plans Published Online

PRESIDENT'S MANAGEMENT AGENDA

HISP Annual Maturity Self-Assessment Summary

In 200 words or less total, tell us about your efforts around each core CX function by responding to the following prompts that apply.

Measurement: 2/ 6 (CX Level 1)

Please give a 2-3 sentence summary of your efforts:

OSHA submitted two sets of draft questions for TouchPoint survey and is currently involved in the information gathering phase of onboarding to the TouchPoint survey. The agency also submitted operational data as recommended by the Feedback-Analytics team and utilized web analytics to determine baseline engagement with program webpages. (i.e. Defined Customer Experience metrics and identified customer-experience related metrics that OSHA plans to include in future reporting feedback)

What are you most proud of?

OSHA is most proud of the fact that this initiative has led to designing the first customer feedback tool for OSHA's premier recognition program in the Voluntary Protection Programs' (VPP) 35-year history.

What nascent / ongoing activities do you hope to grow?

OSHA plans to finalize the questions for the TouchPoint survey and utilize the surveys as tools for on-going feedback with VPP participants.

What's blocking you from initiating / making / fully implementing changes?

OSHA has found that regulatory requirements, such as PRA, have been difficult to navigate through in terms of our survey participation.

What else would you like to share?

Governance: 2 / 6 (CX Level 1)

Please give a 2-3 sentence summary of your efforts:

There are currently three staff involved in CX. CX is currently only a fraction of overall responsibilities. However, there is commitment from program and Executive leadership to seeing greater CX included in OSHA's VPP process. *(No change)*

What are you most proud of?

What nascent / ongoing activities do you hope to grow?

What's blocking you from initiating / making / fully implementing changes?

What else would you like to share?

Organization & Culture: 1 / 6 (CX Level 1)

Please give a 2-3 sentence summary of your efforts:

OSHA incorporated customer experience activities into its standard process for its Voluntary Protection Programs (VPP) with the support of leadership and program employees. OSHA worked across Departmental Agencies, engaging successfully with the Office of Workers Compensation to share ideas, seek encouragement and gain knowledge regarding incorporating customer experience activities into VPP activities. *(No change)*

What are you most proud of?

OSHA is most proud of its commitment to shifting the program culture to focus on customer experience by permanently incorporating customer-focused activities into its program feedback process.

What nascent / ongoing activities do you hope to grow?

OSHA hopes to expand its customer service maturity through increased employee training and involvement with customer experience activities including surveys and web analytics to drive program improvements.

What's blocking you from initiating / making / fully implementing changes?

What else would you like to share?

Customer Research: 1 / 6 (CX Level 1)

Please give a 2-3 sentence summary of your efforts:

OSHA has a solid handle on who our customers are in VPP. Through our annual self-evaluations we are able to prove information such as size and location of companies, as well as their injury and illness rates. The agency also mapped the Voluntary Protection Programs (VPP) customer's journey from initial application submission to final program acceptance. In doing so, OSHA was able to identify relevant service level indicators and pain points.

What are you most proud of?

OSHA is most proud of learning how to journey map, utilizing the information gained from completing the mapping to highlight relevant service-level indicators and pain points.

What nascent / ongoing activities do you hope to grow?

OSHA hopes to create a baseline of information/data that maps directly to the VPP customer journey to help inform future program activities.

What's blocking you from initiating / making / fully implementing changes?

What else would you like to share?

PRESIDENT'S MANAGEMENT AGENDA

Service Design: 0 / 6 (CX Level 1)

Please give a 2-3 sentence summary of your efforts:

OSHA has mechanisms for involving stakeholders in providing feedback to proposed program changes and improvements but does not do so routinely. *(No change)*

What are you most proud of?

What nascent / ongoing activities do you hope to grow?

What's blocking you from initiating / making / fully implementing changes?

What else would you like to share?

Areas of Focus

Reflecting upon our 2019 CX Maturity Self-Assessment, our HISP has decided to focus on raising our maturity in the following areas in FY19/FY20:

X	**Measurement**
	Governance
	Organization & Culture
X	**Customer Research**
	Service Design

FY 2019 / 2020 CX Improvement Actions

Describe a use case where a typical customer of your program faced challenge(s) during a service experience. This case should relate to one of your organization's Focus Areas for the remainder of FY19 and through FY20.

Typical HISP Customer Profile

1. Applicant to Voluntary Protection Programs (VPP) 2. Participants in VPP
VPP applicants and participants are companies with outstanding worksite-based safety and health management systems created through cooperative relationships between management, labor, and OSHA. To qualify for VPP a facility must have the four VPP elements: 1. Management Leadership and Employee Involvement, 2. Worksite Analysis, 3. Hazard Prevention and Control, and 4. Safety and Health Training. In addition, their three year injury and illness rates are below the industry average (usually by about 50%). There are currently 1400 companies in Federal VPP representing more than 1 million workers. Every year approx. just under 100 applicants will seek VPP membership.

Customer Needs + Frustrations

OSHA's customers need clear guidance on program requirements during the application process and then what is expected/required of them once they are an approved participant in the program. OSHA currently does not have data on where the customer's needs for guidance are not being met.

HISP Implementation Challenge(s)

For OSHA to determine challenges to our customers, it will be utilizing surveys. One challenge will be developing questions that accurately capture relevant information while also meeting PRA clearance requirements. Another challenge will be to encourage a high enough response rate from customers as the applicant pool is relatively small and limited.

Stats

This is the first time OSHA is seeking quantitative baseline data individually from customers. OSHA's VPP operational stats are updated monthly and available publicly: https://www.osha.gov/dcsp/vpp/charts.html

Action 1

Focus Area: Measurement

Goal to be accomplished by September 30th, 2020:

1. OSHA's initial goal is to gain final approval to be included in a Q3 TouchPoint survey.
2. If approved, the goal will be to receive data from the surveys that we can analyze/use to enhance customer program experience.

Critical Activities and Milestones:

1. Complete the TouchPoint onboarding process. (Q1 FY2020)
2. Ensure clearance of both sets of survey questions submitted for review/approval. (Q1 FY2020)
3. Implement survey (Q2 FY2020)
4. Review/analyze information received (Q3 FY2020)

Other Notes:

FY 2019 / 2020 CX Improvement Actions

Describe a use case where a typical customer of your program faced challenge(s) during a service experience. This case should relate to one of your organization's Focus Areas for the remainder of FY19 and through FY20.

Typical HISP Customer Profile
1. Applicant to Voluntary Protection Programs (VPP) 2. Participant in VPP
(Same as previous slide)

Customer Needs + Frustrations
OSHA's prior efforts to examine customer needs + frustrations was through comments from Stakeholder Events which highlighted five areas of focus: Simplification of the VPP Process, Streamlining Documentation & Benefits to Participation, Promotion of VPP & Recognition of Participants, Increase in OSHA Commitment, Resources, and Funding, Data Collection/Effectiveness of VPP & Best Practice Sharing, and Training & Mentoring.

OSHA is currently in the process of planning to send out a TouchPoint survey to determine a baseline understanding of our customers' needs in a more systematic and focused manner that maps directly to customer engagement with OSHA through VPP processes.

HISP Implementation Challenge(s)
The largest obstacle to meeting the customer's needs is that OSHA has not done this type of survey for VPP and it is not clear what challenges may exist. However, OSHA does collect operational data and we will continue with those measurements during this time period.

Stats
OSHA's VPP operational stats are updated monthly and available publicly:
https://www.osha.gov/dcsp/vpp/charts.html

Action 2
Focus Area: Customer Research

Goal to be accomplished by September 30th, 2020:
OSHA's initial goal is to receive relevant data from the TouchPoint survey tool so that the information can be analyzed to determine trends in OSHA's engagement by geographic region, industry and years in program.

Critical Activities and Milestones:
1. Creation of the final survey, including approval of both sets of survey questions (Q1 FY2020)
2. Creation of the process for delivery of the TouchPoint Survey and implementation. (Q2 FY2020)
3. Receive and analyze survey responses. (Q3 FY2020)

Other Notes: