

Pursuant to Executive Order 14058 (December 13, 2021)  
on *Transforming Federal Customer Experience and  
Service Delivery to Rebuild Trust in Government*

## 2023 HISP CX Action Plan

# Employee Benefits Security Administration

As a High Impact Service Provider (HISP), EBSA focuses on service assessment, collecting customer feedback, and making measured improvements for two designated services:

- 1) Using website resources to maximize retirement and health benefits:** EBSA's website contains extensive guidance and information on changing jobs, marriage and domestic partnerships, childbirth and adoption, separation and divorce, death of a family member, preparing for retirement and specific benefits, and programs that impact America's families.
- 2) Using website resources to assist organizations with compliance:** Organization administrators use the EBSA website to learn about Employee Retirement Income Security Act (ERISA) policy regulation, guidance, voluntary correction program, and labor and tax aspects of employee benefit plans.

### ***What we delivered in 2023:***

- **Redesigned priority EBSA webpages**  
EBSA redesigned high-volume and high-importance webpages, including the home page, Mental Health Parity & Addiction Equity Act, Surprise Billing, About Us, Ask EBSA, and Resources page, to improve UX and access to information. EBSA also created standardized page templates to improve the management and content strategy for improved CX.
- **Reorganized PDF file library to improve ease of access**  
EBSA streamlined searching and topical navigation for PDFs hosted on the website. Access to these PDFs bring the customers one step closer to critical guidance and benefits information.
- **Translated important information into multiple languages**  
EBSA translated priority website resources to make them more accessible to non-English speaking workers.
- **Conducted outreach to underserved, multicultural, and limited English speaking customers**  
EBSA launched a social media campaign with a focus on the Mental Health Parity and Addiction Equity Act. The campaign drove visitors to newly designed webpages and highlighted the availability of speaking live with an EBSA Benefits Advisor in over 200 languages.

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## *What we commit to deliver in 2024:*

- **Continue webpage redesign efforts**  
Utilizing the website framework created in FY23, EBSA will continue to update additional website pages using the standardized page templates, enabling a consistent and easy-to-manage structure, and ensuring that the web design follows EBSA's research-based content strategy to lead website visitors to the content they want quickly.
- **Implement experience management**  
EBSA will implement an experience management process into the webpages to capture user experience in real-time.
- **Modernize remaining PDF files**  
New PDF delivery format will streamline searching and increase topic navigation so that users may better access the information they seek.
- **Improve accessibility of website resources for non-English speaking workers**  
Important information will be translated into multiple languages and will be easy to find.
- **Embed search engine optimization tools**  
Embedding search engine optimization tools into the modernization efforts to improve EBSA's capability to continually measure accessibility, usability, and the overall user experience.