

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

Farm Service Agency

As a High Impact Service Provider (HISP), FSA focuses on service assessments, collecting customer feedback, and making measured improvements for one designated service:

- 1) **Applying for direct and guaranteed real estate and operating loans to start, maintain and expand a family farm:** FSA's farm loan programs provide credit to farmers and ranchers unable to obtain commercial credit at reasonable rates and terms to finance their operations. During FY23, FSA's total loan portfolio provided credit of \$33.1 billion to about 115,000 borrowers.

What we delivered in 2023:

- **Published streamlined direct farm loan application**
FSA's new online direct farm loan application form was reduced from 29 to 13 pages, with the average completion time reduced by about 50%.
- **Enhanced the online Loan Assistance Tool (LAT)**
Based on feedback from customers, FSA improved the usability of [the LAT](#), a step-by-step guide to loan products and eligibility used by customers as they consider and apply for direct farm loans.
- **Launched online version of the direct farm loan application**
FSA launched an online version of the direct farm loan application, enabling customers to complete and submit the application electronically.

What we commit to deliver in 2024:

- **Translating the Loan Assistance Tool into the Spanish language**
FSA will continue making progress on translating the full LAT into Spanish, improving the experience for Spanish-speaking customers.
- **Launching a customer technical assistance pilot**
FSA will stand up, through its NGO network, a technical assistance pilot designed to assist customers with their loan making and servicing needs.
- **Launch online Pay My Loan tool**
FSA's Pay My Loan tool will provide direct loan customers with the ability to pay loans online 24/7, which is the most-requested feature by FSA direct loan customers.