



# President’s Management Agenda Progress Updates

July 8, FY2022

## Priority 2

### Delivering Excellent, Equitable, and Secure Federal Services and Customer Experience

The Customer Experience Priority Area has made progress in each of the three strategies aiming to collectively transform Federal benefits, services, and programs through improved service delivery and customer experience. Further, since President Biden signed Executive Order 14058, the OMB Customer Experience (CX) Team has provided quarterly updates on progress on the [CX Blog](#).

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[Read it performance.gov](https://www.performance.gov)

## Strategy 1

Improve the service design, digital products, and customer-experience management of Federal HISPs by reducing customer burden, addressing inequities, and streamlining processes

### Goal 1.1

### Progress update

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By 2024, all HISPs will publicly report trust, satisfaction, and other service performance data on [performance.gov/cx](https://performance.gov/cx) for all of their designated high impact services.

#### Initial Milestones:

- ✓ 35 of 35 High Impact Service Providers shared their designated priority services on [performance.gov/cx](https://performance.gov/cx)
- ✓ 23 of 35 High Impact Service Providers currently collect customer feedback
- 10 newly designated High Impact Service Providers to begin reporting customer feedback by FY23 Q1
- In FY23 Q1, all High Impact Service Providers to shift to reporting feedback in the context of their designated services

### Goal 1.2

### Progress update

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By 2024, all HISPs will have the talent required to gather ongoing qualitative customer feedback, conduct user testing for all communications, digital products and other service components, and apply human-centered design research methods.

#### Initial Milestones:

- ✓ 35 of 35 High Impact Service Providers conducted their [2022 CX Capacity Assessment](#)
- ✓ 35 of 35 High Impact Service Providers conducted an annual Deep Dive with OMB to identify priority areas of improvement to inform the FY24 budget process
- Agencies to develop CX Action Plans (Drafts FY22 Q3; Final FY22 Q4)
- 35 of 35 High Impact Service Providers to share capacity update following 2023 Deep Dive on [performance.gov/cx](https://performance.gov/cx)

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## Strategy 2

Design, build, and manage Government service delivery for key life experiences that cut across Federal agencies

Collectively, more than 10 agencies across Government have formed interagency teams to improve the public's experience during the following moments in people's lives:

- [Approaching retirement](#)
- [Recovering from a disaster](#)
- [Navigating the transition to civilian life following military service](#)
- [Birth and early childhood for low-income women and their children](#)
- [Facing a financial shock and becoming newly eligible for critical supports](#)

In the coming months, teams will develop success measures that will be used to demonstrate improvement of service delivery during these designated life experiences. These life experiences were selected through an interagency review process following E.O. 14058, which directed the selection of life experiences within 90 days.

### Initial Milestones:

- ✓ The President's Management Council (PMC) designated five Life Experiences to prioritize for Government-wide action
- ✓ The Office of Management and Budget (OMB) and PMC publicly released Project Charters for all five Life Experiences
- ✓ OMB and PMC launched Life Experiences Discovery Sprints, including first-person human-centered design research with members of the public
- ✓ OMB and PMC submitted 6-month update on the status of all five Life Experiences Discovery Sprints per Executive Order 14058 (June 2022)
- Life Experience teams to recommend improvements to make measurable improvements, grounded in addressing priority customer pain points (FY23 Q1)
- OMB and PMC to share selected projects for implementation; report on progress (FY23 Q2)

### Strategy 3

Identify and prioritize the development of Federal shared products, services, and standards that enable simple, seamless, and secure customer experiences across High Impact Service Providers.

#### Goal 3.1

#### Progress update

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Create modular, common building blocks to support Government digital services, including public-facing systems, to reduce the delay between identifying the public need and meeting that need at the expected delivery satisfaction level, as one of the major drivers of good customer experience with digital services is the ability to build and update those digital services quickly to meet the speed of need and customer expectation.

GSA is providing modular, common building blocks to support Government digital services, including public-facing systems, to reduce the delay between identifying the public need and meeting that need at the expected delivery satisfaction level, as one of the major drivers of good customer experience with digital services is the ability to build and update those digital services quickly to meet the speed of need and customer expectation. In accordance with EO 14058, GSA will be transmitting to OMB in June a roadmap for a redesigned USA.gov website that aims to serve as a centralized, digital Federal “front door” and a report for prioritized common services and standards, platforms, and digital products.

#### Initial Milestones:

- ✓ ARP funds have been allocated through Federal Citizen Services Fund to position USA.gov as the digital Federal front door
- GSA to develop individual roadmaps for shared digital products, services, platforms, and standards in order to track progress and measure delivery outcomes (Drafts FY22 Q2; Finals FY22 Q3-Q4)
- OMB and GSA to engage HISPs and Life Experiences teams to identify opportunities for new shared products and services that support cross-agency delivery (FY22 Q3-Q4)