

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

General Services Administration

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

- 1) Determining benefit eligibility and referrals:** USA.gov will integrate a benefits locator tool that delivers personalized benefits recommendations to users in English and Spanish. This service will improve the benefits search experience for an estimated 40 million Americans.
- 2) Finding government information quickly in English and Spanish:** USA.gov and USAGov en Español both offer high-quality, easy-to-navigate experiences for customers to access trustworthy information about official government programs, benefits, and services.

What we delivered in 2023:

- **Launched improved iterations of USA.gov and USAGov en Español**
GSA implemented web page improvements designed to provide clearer paths to finding information, including shortened pages, decreased average word count, streamlined external links, restructured content, and the addition of descriptive hyperlink text. GSA also designed tools to help customers accomplish key tasks like “contact elected officials” and “report a scam”; both tools aggregate data from across multiple agencies and levels of government, reducing the steps it takes to find the correct agency or office they need.

What we commit to deliver in 2024:

- **Prepare to transition Benefits.gov functionality to USA.gov**
GSA will develop and execute a comprehensive transition plan (e.g., content audits, user research) to facilitate the transition of Benefits.gov to USA.gov in FY25. Once completed, USA.gov will become the federal government aggregator of content, processes, and technologies customers need to find relevant benefits programs. GSA will also explore adding personalized benefits eligibility information, notifications, and improved Search.gov results.
- **Enhance information searches in English and Spanish**
GSA will launch additional interactive bilingual tools to provide personalized results, conduct search engine optimization, and implement site indexing practices to improve the findability of USAGov’s information. GSA will also coordinate with the contact center to share feedback data and insights to improve offerings across the channels.