

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

2024 HISP CX Action Plan

Customs and Border Protection

As a High Impact Service Provider (HISP), CBP focuses on improving customer experience and delivery for the following services:

- 1) Enabling trusted travelers to enter the country quickly with Global Entry:** Global Entry (GE) is a program that allows more than 12 million customers expedited clearance for pre-approved, low-risk travelers upon arrival into the United States.
- 2) Improving import-related data sharing and transfers through CBP's Automated Commercial Environment:** The Automated Commercial Environment (ACE) is the electronic system through which the trade community reports imports and exports.

What we will deliver in 2025:

- **Redesign Global Entry enrollment information on DHS and CBP websites**
CBP will conduct customer research to inform optimizations to the website experiences. These optimizations will better enable 248k daily website visitors to decide which Trusted Traveler Program best meets their needs.
- **Improve the Global Entry program**
CBP will collect customer feedback from users of the Global Entry mobile app. There are currently 1,305,389 enrollees on the Global Entry mobile app. Their voices will directly inform how CBP improves the airport Customs experience for Global Entry members.
- **Modernize how trade import data is reported to CBP**
CBP will test functionality for pipeline oil imports within System Acceptance Testing (SAT) environment. This effort, led by the Office of Information and Technology, will provide opportunities to continuously refine and improve the functionality with feedback from the trade community, in keeping with agile methodology.
- **Track and reduce administrative burden across import processes for multiple commodities**
CBP will implement a customer feedback survey to measure satisfaction with as-is data sharing during import processes. Building upon broader research conducted in FY24, CBP will also capture current sector-specific experiences and anticipated burden reduction for CBP personnel and trade organizations. CBP will distill these insights into sector-specific case studies to clearly communicate the impact of global interoperability standards through human-centered narratives.