

118TH CONGRESS
1ST SESSION

S. 2866

To improve the customer experience of the Federal Government, ensure that Federal services are simple, seamless, and secure, and for other purposes.

IN THE SENATE OF THE UNITED STATES

SEPTEMBER 20, 2023

Mr. PETERS (for himself, Mr. LANKFORD, and Mr. CORNYN) introduced the following bill; which was read twice and referred to the Committee on Homeland Security and Governmental Affairs

A BILL

To improve the customer experience of the Federal Government, ensure that Federal services are simple, seamless, and secure, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Improving Government
5 Services Act”.

6 **SEC. 2. DEFINITIONS.**

7 In this Act:

1 (1) AGENCY.—The term “agency” has the
2 meaning given the term “Executive agency” in sec-
3 tion 105 of title 5, United States Code.

4 (2) CUSTOMER.—The term “customer” means
5 any individual, business, or organization, including a
6 grantee and a State, local, or Tribal entity, that
7 interacts with an agency or program, either directly
8 or through a federally funded program administered
9 by a contractor, nonprofit organization, or other
10 Federal entity.

11 (3) CUSTOMER EXPERIENCE.—The term “cus-
12 tomer experience” means, with respect to a member
13 of the public, the general perception of and the over-
14 all satisfaction with interactions with an agency or
15 a product or service of the agency.

16 (4) CX ACTION PLAN.—The term “CX Action
17 Plan” means the annual customer experience action
18 plan described in section 3.

19 (5) DESIGNATED ENTITY.—The term “des-
20 ignated entity” means an agency or high-impact
21 service provider designated by the Director under
22 section 3(a).

23 (6) DIRECTOR.—The term “Director” means
24 the Director of the Office of Management and Budg-
25 et.

1 (7) HIGH-IMPACT SERVICE PROVIDER.—The
2 term “high-impact service provider” means a Fed-
3 eral entity, as designated by the Director, that pro-
4 vides or funds customer-facing services, including
5 Federal services administered at the State or local
6 level, that have a high impact on the public, whether
7 because of a large customer base or a critical effect
8 on those served.

9 (8) HUMAN-CENTERED DESIGN.—The term
10 “human-centered design” means an interdisciplinary
11 methodology of putting individuals, including those
12 who will use or be impacted by a product or service,
13 at the center of any process to solve challenging
14 problems.

15 (9) SERVICE DELIVERY.—The term “service de-
16 livery” means any actions by the Federal Govern-
17 ment relating to the provision of a benefit or service
18 to a customer of an agency during each stage of the
19 process of delivering the benefit or service to the
20 customer, including—

21 (A) an application, renewal, or extension
22 by a customer for a benefit or loan, including
23 health services for veterans and a small busi-
24 ness loan;

1 (B) receipt by a customer of a service, in-
2 cluding—

3 (i) health care or small business coun-
4 seling; and

5 (ii) guidance to support commerce,
6 transportation, employment rules, work-
7 place safety, or public safety, including re-
8 lating to ensuring clean water and con-
9 sumer protection services;

10 (C) a request or renewal by a customer for
11 a document or other item, including a passport,
12 driver's license, or Social Security card;

13 (D) a submission by a customer of a Fed-
14 eral tax return;

15 (E) a declaration of goods by a customer;

16 (F) use by a customer of recreation re-
17 sources and public spaces, including a park, his-
18 torical site, or museum;

19 (G) a request by a customer for informa-
20 tion, including a notice, warning, or guidance
21 about public health, safety, consumer protec-
22 tion, commerce, transportation, environment,
23 employment, and workplace safety; and

24 (H) a request by a customer for, or use by
25 a customer of, data and research, including for

1 applying for funding, conducting research,
2 maintaining and preserving artifacts, and col-
3 lecting, analyzing, reporting, and sharing data.

4 (10) VOLUNTARY CUSTOMER FEEDBACK.—The
5 term “voluntary customer feedback” means the sub-
6 mission by a customer of information, an opinion,
7 appreciation, or a concern following an interaction
8 with an agency and relating to the interaction with
9 the agency that is—

10 (A) solicited by the agency and identified
11 as voluntary at the time of solicitation; and

12 (B) is voluntarily made by the customer.

13 **SEC. 3. COMPREHENSIVE CUSTOMER EXPERIENCE ACTION**
14 **PLAN.**

15 (a) IN GENERAL.—

16 (1) DESIGNATION.—Not later than 1 year after
17 the date of enactment of this Act, the Director shall
18 designate agencies and high-impact service providers
19 to develop an annual customer experience action
20 plan.

21 (2) SUBMISSION OF CX ACTION PLANS.—Not
22 later than 1 year after the date of enactment of this
23 Act, and annually thereafter, at a time determined
24 by the Director, the head of each designated entity
25 shall submit to the Director and to Congress and

1 make publicly available the CX Action Plan of the
2 designated entity.

3 (b) CX ACTION PLAN CONTENTS.—The CX Action
4 Plan of a designated entity shall include—

5 (1) a comprehensive customer experience strat-
6 egy and corresponding implementation actions that
7 adopt leading human-centered design practices that
8 include—

9 (A) conducting outreach to the public
10 about the public services provided by the des-
11 ignated entity;

12 (B) providing assistance to members of the
13 public enrolling in or navigating the services of
14 the designated entity;

15 (C) streamlining and improving the acces-
16 sibility of forms and digital experiences and en-
17 suring the accessibility of services for customers
18 with disabilities or limited English proficiency;

19 (D) eliminating unnecessary administrative
20 burdens on customers;

21 (E) engaging in efforts to coordinate with
22 other agencies to reduce the need for customers
23 served by the designated entity to interact sepa-
24 rately with multiple agencies;

1 (F) preventing fraud and improving fraud
2 and spam reporting capabilities; and

3 (G) incorporating best practices from the
4 private sector, including providing online serv-
5 ices, telephone call-back services, and training
6 to employees who provide customer service;

7 (2) information on the average amount of time
8 it takes the designated entity to resolve a customer
9 request and an identification and assessment of any
10 backlog issues for key designated entity services, in-
11 cluding the resolution of requests for passport serv-
12 ices, veteran records, determinations of Social Secu-
13 rity benefits, the processing of applications for Fed-
14 eral retirement benefits, and other similar services;

15 (3) an assessment of opportunities for the des-
16 igned entity to—

17 (A) co-locate the services of the designated
18 entity with other Federal services, where appro-
19 priate and in response to demonstrated cus-
20 tomer needs;

21 (B) increase the use of digital channels
22 and self-service options, while ensuring efficient
23 multi-channel offerings, in accordance with the
24 21st Century Integrated Digital Experience Act
25 (44 U.S.C. 3501 note); and

1 (C) increase the quantity and improve the
2 quality of protections for personally identifiable
3 information in customer data;

4 (4) actions to build the capacity of the des-
5 ignated entity to deliver leading services and manage
6 customer experience, including updating guidance
7 and training materials for employees of the des-
8 ignated entity;

9 (5) specific proposals to improve customer expe-
10 rience and service delivery, including—

11 (A) progress on the delivery of the CX Ac-
12 tion Plan of the fiscal year in which the CX Ac-
13 tion plan is submitted against the commitments
14 of the CX Action Plan of the prior fiscal year,
15 including the performance of priority services
16 (including wait and processing times, customer
17 feedback, and the information described in
18 paragraph (3)); and

19 (B) plans for the fiscal year following the
20 submission of the CX Action Plan; and

21 (6) the medium- and long-term customer expe-
22 rience strategies of the designated entity, includ-
23 ing—

1 (A) plans for the period of 3 to 5 fiscal
2 years following the fiscal year of the submission
3 of the CX Action Plan; and

4 (B) plans for the period of 5 to 10 fiscal
5 years following the fiscal year of the submission
6 of the CX Action Plan.

7 (c) EXISTING GUIDANCE.—In developing the CX Ac-
8 tion Plan, each designated entity shall adhere to existing
9 and additional guidance provided by the Director.

10 **SEC. 4. OVERSIGHT AND ANNUAL REPORT.**

11 (a) IN GENERAL.—The Director shall—

12 (1) ensure designated entity compliance with
13 this Act;

14 (2) facilitate sharing of leading practices be-
15 tween designated entities; and

16 (3) review the comprehensive CX Action Plans
17 of designated entities for consistency with existing
18 customer experience guidance.

19 (b) ANNUAL REPORT.—Not later than 180 days after
20 the submission of all CX Action Plans under section 3(a),
21 and annually thereafter, the Director shall make public
22 recommendations for opportunities to streamline or co-lo-
23 cate critical Federal services.

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