

AMENDMENT NO. _____ Calendar No. _____

Purpose: In the nature of a substitute.

IN THE SENATE OF THE UNITED STATES—118th Cong., 1st Sess.

S. 2866

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

Referred to the Committee on _____ and
ordered to be printed

Ordered to lie on the table and to be printed

AMENDMENT IN THE NATURE OF A SUBSTITUTE intended
to be proposed by Mr. PETERS

Viz:

1 Strike all after the enacting clause and insert the fol-
2 lowing:

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:

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

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

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

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

16 (5) DESIGNATED ENTITY.—The term “des-
17 ignated entity” means an agency or high-impact
18 service provider designated by the Director under
19 section 3(a)(1).

20 (6) DIRECTOR.—The term “Director” means
21 the Director of the Office of Management and Budg-
22 et.

23 (7) HIGH-IMPACT SERVICE PROVIDER.—The
24 term “high-impact service provider” means a Fed-
25 eral entity, as designated by the Director, that pro-

1 vides or funds customer-facing services, including
2 Federal services administered at the State or local
3 level, that have a high impact on the public, whether
4 because of a large customer base or a critical effect
5 on those served.

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

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

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

22 (B) receipt by a customer of a service, in-
23 cluding—

24 (i) health care or small business coun-
25 seling; and

1 (ii) guidance to support commerce,
2 transportation, employment rules, work-
3 place safety, or public safety, including re-
4 lating to ensuring clean water and con-
5 sumer protection services;

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

9 (D) a submission by a customer of a Fed-
10 eral tax return;

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

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

15 (G) a request by a customer for informa-
16 tion, including a notice, warning, or guidance
17 about public health, safety, consumer protec-
18 tion, commerce, transportation, environment,
19 employment, and workplace safety; and

20 (H) a request by a customer for, or use by
21 a customer of, data and research, including for
22 applying for funding, conducting research,
23 maintaining and preserving artifacts, and col-
24 lecting, analyzing, reporting, and sharing data.

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

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

9 (B) is voluntarily made by the customer.

10 **SEC. 3. COMPREHENSIVE CUSTOMER EXPERIENCE ACTION**

11 **PLAN.**

12 (a) IN GENERAL.—

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

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

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

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

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

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

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

17 (D) eliminating unnecessary administrative
18 burdens on customers;

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

23 (F) preventing fraud and improving fraud
24 and spam reporting capabilities;

1 (G) providing affirmative notice to cus-
2 tomers at the time of any interaction with a
3 computer program designed to simulate con-
4 versation with human users, including through
5 emails, phone calls, and chatbots; and

6 (H) incorporating best practices from the
7 private sector, including providing online serv-
8 ices, telephone call-back services, and training
9 to employees who provide customer service;

10 (2) information on the average amount of time
11 it takes the designated entity to resolve a customer
12 request and an identification and assessment of any
13 backlog issues for key designated entity services, in-
14 cluding the resolution of requests for passport serv-
15 ices, veteran records, determinations of Social Secu-
16 rity benefits, the processing of applications for Fed-
17 eral retirement benefits, and other similar services,
18 as well as information on how the results of these
19 customer service metrics compare to the results in
20 previous years;

21 (3) an assessment of opportunities for the des-
22 ignated entity to—

23 (A) co-locate the services of the designated
24 entity with other Federal services, where appro-

1 appropriate and in response to demonstrated cus-
2 tomer needs;

3 (B) increase the use of digital channels
4 and self-service options, while ensuring efficient
5 multi-channel offerings, in accordance with the
6 21st Century Integrated Digital Experience Act
7 (44 U.S.C. 3501 note); and

8 (C) increase the quantity and improve the
9 quality of protections for personally identifiable
10 information in customer data;

11 (4) actions to build the capacity of the des-
12 ignated entity to deliver leading services and manage
13 customer experience, including updating guidance
14 and training materials for employees of the des-
15 ignated entity;

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

18 (A) progress on the delivery of the CX Ac-
19 tion Plan of the fiscal year in which the CX Ac-
20 tion plan is submitted against the commitments
21 of the CX Action Plan of the prior fiscal year,
22 including the performance of priority services
23 (including wait and processing times, customer
24 feedback, and the information described in
25 paragraph (3)); and

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

3 (6) the medium-term and long-term customer
4 experience strategies of the designated entity, includ-
5 ing—

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

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

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

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

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

17 (1) ensure the compliance of designated entities
18 with this Act;

19 (2) facilitate sharing of leading practices be-
20 tween designated entities; and

21 (3) review the comprehensive CX Action Plans
22 of designated entities for consistency with existing
23 customer experience guidance.

24 (b) ANNUAL REPORT.—Not later than 180 days after
25 the submission of all CX Action Plans under section

1 3(a)(2), and annually thereafter, the Director shall submit
2 to the Committee on Homeland Security and Govern-
3 mental Affairs of the Senate and the Committee on Over-
4 sight and Accountability of the House of Representatives
5 and make public recommendations for opportunities to
6 streamline or co-locate critical Federal services.