

115TH CONGRESS  
1ST SESSION

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To require the collection of voluntary feedback on services provided by agencies, and for other purposes.

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IN THE SENATE OF THE UNITED STATES

Mrs. MCCASKILL (for herself and Mr. LANKFORD) introduced the following bill; which was read twice and referred to the Committee on

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**A BILL**

To require the collection of voluntary feedback on services provided by agencies, 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 “Federal Agency Cus-  
5 tomer Experience Act of 2017”.

6 **SEC. 2. FINDINGS; SENSE OF CONGRESS.**

7 (a) FINDINGS.—Congress finds that—

8 (1) the Federal Government serves the people  
9 of the United States and should seek to continually

1 improve public services provided by the Federal Gov-  
2 ernment based on customer feedback;

3 (2) the people of the United States deserve a  
4 Federal Government that provides efficient, effec-  
5 tive, and high-quality services across multiple chan-  
6 nels;

7 (3) many agencies, offices, programs, and Fed-  
8 eral employees provide excellent service to individ-  
9 uals, however many parts of the Federal Govern-  
10 ment still fall short on delivering the customer serv-  
11 ice experience that individuals have come to expect  
12 from the private sector;

13 (4) according to the 2016 American Customer  
14 Satisfaction Index, the Federal Government ranks  
15 among the bottom of all industries in the United  
16 States in customer satisfaction;

17 (5) providing quality services to individuals im-  
18 proves the confidence of the people of the United  
19 States in their government and helps agencies  
20 achieve greater impact and fulfill their missions; and

21 (6) improving service to individuals requires  
22 agencies to work across organizational boundaries,  
23 leverage technology, collect and share standardized  
24 data, and develop customer-centered mindsets and  
25 service strategies.

1           (b) SENSE OF CONGRESS.—It is the sense of Con-  
2 gress that all agencies should strive to provide high-qual-  
3 ity, courteous, effective, and efficient services to the people  
4 of the United States and seek to measure, collect, report,  
5 and utilize metrics relating to the experience of individuals  
6 interacting with agencies to continually improve services  
7 to the people of the United States.

8 **SEC. 3. DEFINITIONS.**

9           In this Act:

10           (1) ADMINISTRATOR.—The term “Adminis-  
11 trator” means the Administrator of General Serv-  
12 ices.

13           (2) AGENCY.—The term “agency” has the  
14 meaning given the term in section 3502 of title 44,  
15 United States Code.

16           (3) COVERED AGENCY.—The term “covered  
17 agency” means an agency or component of an agen-  
18 cy that is required by the Director to collect vol-  
19 untary feedback under section 6, based on an assess-  
20 ment of the components and programs of the agency  
21 with the highest impact on or number of interactions  
22 with individuals or entities.

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

1           (5) VOLUNTARY FEEDBACK.—The term “vol-  
2           untary feedback” has the meaning given the term in  
3           section 3502 of title 44, United States Code, as  
4           added by section 4 of this Act.

5 **SEC. 4. APPLICATION OF THE PAPERWORK REDUCTION**  
6                   **ACT TO COLLECTION OF VOLUNTARY FEED-**  
7                   **BACK.**

8           Subchapter I of chapter 35 of title 44, United States  
9           Code (commonly known as the “Paperwork Reduction  
10          Act”), is amended—

11           (1) in section 3502—

12                   (A) in paragraph (13)(D), by striking  
13                   “and” at the end;

14                   (B) in paragraph (14), by striking the pe-  
15                   riod at the end and inserting “; and”; and

16                   (C) by adding at the end the following:

17                   “(15) the term ‘voluntary feedback’ means any  
18                   submission of information, opinion, or concern that  
19                   is—

20                           “(A) voluntarily made by a specific indi-  
21                           vidual or other entity relating to a particular  
22                           service of or transaction with an agency; and

23                           “(B) specifically solicited by that agency.”;

24                   and

25           (2) in section 3518(c)(1)—

1 (A) in subparagraph (C), by striking “or”  
2 at the end;

3 (B) in subparagraph (D), by striking the  
4 period at the end and inserting “; and”; and

5 (C) by adding at the end the following:

6 “(E) by an agency that is voluntary feedback.”.

7 **SEC. 5. GUIDELINES FOR VOLUNTARY FEEDBACK.**

8 Each agency that solicits voluntary feedback shall en-  
9 sure that—

10 (1) responses to the solicitation of voluntary  
11 feedback remain anonymous and shall not be traced  
12 to specific individuals or entities;

13 (2) individuals who decline to participate in the  
14 solicitation of voluntary feedback shall not be treated  
15 differently by the agency for purposes of providing  
16 services or information;

17 (3) the solicitation does not include more than  
18 10 questions;

19 (4) the voluntary nature of the solicitation is  
20 clear;

21 (5) the proposed solicitation of voluntary feed-  
22 back will contribute to improved customer service;

23 (6) solicitations of voluntary feedback are lim-  
24 ited to 1 solicitation per interaction with an indi-  
25 vidual or entity;

1           (7) to the extent practicable, the solicitation of  
2           voluntary feedback is made at the point of service  
3           with an individual or entity;

4           (8) instruments for collecting voluntary feed-  
5           back are accessible to individuals with disabilities in  
6           accordance with section 508 of the Rehabilitation  
7           Act of 1973 (29 U.S.C. 794d); and

8           (9) internal agency data governance policies re-  
9           main in effect with respect to the collection of vol-  
10          untary feedback from individuals and entities.

11 **SEC. 6. CUSTOMER EXPERIENCE DATA COLLECTION.**

12          (a) COLLECTION OF RESPONSES.—The head of each  
13 covered agency (or a designee), assisted by and in coordi-  
14 nation with the Chief Performance Officer or other senior  
15 accountable official for customer service of the covered  
16 agency, shall collect voluntary feedback with respect to  
17 services of or transactions with the covered agency.

18          (b) CONTENT OF QUESTIONS.—

19           (1) STANDARDIZED QUESTIONS.—The Director,  
20           in coordination with the Administrator, shall develop  
21           a set of standardized questions for use by covered  
22           agencies in collecting voluntary feedback under this  
23           section that address—

1 (A) overall satisfaction of individuals or  
2 entities with the specific interaction or service  
3 received;

4 (B) the extent to which individuals or enti-  
5 ties were able to accomplish their intended task  
6 or purpose;

7 (C) whether the individual or entity was  
8 treated with respect and professionalism;

9 (D) whether the individual or entity be-  
10 lieves they were served in a timely manner; and

11 (E) any additional metrics as determined  
12 by the Director, in coordination with the Ad-  
13 ministrator.

14 (2) ADDITIONAL QUESTIONS.—In addition to  
15 the questions developed under paragraph (1), the  
16 Chief Performance Officer or other senior account-  
17 able official for customer service at a covered agency  
18 may develop questions relevant to the specific oper-  
19 ations or programs of the covered agency.

20 (c) ADDITIONAL REQUIREMENTS.—To the extent  
21 practicable—

22 (1) each covered agency shall collect voluntary  
23 feedback across all platforms or channels through  
24 which the covered agency interacts with individuals

1 or other entities to deliver information or services;  
2 and

3 (2) voluntary feedback collected under this sec-  
4 tion shall be tied to specific transactions or inter-  
5 actions with customers of the covered agency.

6 (d) REPORTS.—

7 (1) ANNUAL REPORT TO THE DIRECTOR.—

8 (A) IN GENERAL.—Not later than 1 year  
9 after the date of enactment of this Act, and not  
10 less frequently than annually thereafter, each  
11 covered agency shall publish on the website of  
12 the covered agency and submit to the Director,  
13 in a manner determined by the Director, a re-  
14 port that includes the voluntary feedback re-  
15 quired to be collected under this section.

16 (B) CENTRALIZED WEBSITE.—The Direc-  
17 tor shall—

18 (i) include and maintain on a publicly  
19 available website links to the information  
20 provided on the websites of covered agen-  
21 cies under subparagraph (A); and

22 (ii) for purposes of clause (i), estab-  
23 lish a website or make use of an existing  
24 website, such as the website required under

1 section 1122 of title 31, United States  
2 Code.

3 (2) AGGREGATED REPORT.—Each covered  
4 agency shall publish, on a regular basis, an aggre-  
5 gated report on the solicitation of voluntary feedback  
6 sent to individuals or entities, which shall include—

7 (A) the intended purpose of each solicita-  
8 tion of voluntary feedback conducted by the  
9 covered agency;

10 (B) the appropriate point of contact within  
11 each covered agency for each solicitation of vol-  
12 untary feedback conducted;

13 (C) the questions or survey instrument  
14 submitted to members of the public as part of  
15 the solicitation of voluntary information; and

16 (D) a description of how the covered agen-  
17 cy uses the voluntary feedback received by the  
18 covered agency to improve the customer service  
19 of the covered agency.

20 **SEC. 7. CUSTOMER EXPERIENCE SCORECARD REPORT.**

21 (a) IN GENERAL.—Not later than 15 months after  
22 the date of enactment of this Act, and annually thereafter  
23 for 10 years, the Comptroller General of the United States  
24 shall make publicly available and submit to the Committee  
25 on Homeland Security and Governmental Affairs of the

1 Senate and the Committee on Oversight and Government  
2 Reform of the House of Representatives a scorecard report  
3 assessing the quality of services provided to the public by  
4 each covered agency.

5 (b) CONTENTS.—The report required under sub-  
6 section (a) shall include—

7 (1) a summary of the information required to  
8 be published by covered agencies under section 6(d);  
9 and

10 (2) an analysis of administrative and legislative  
11 barriers to improving service delivery by covered  
12 agencies.