

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

Customs and Border Protection

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

- 1) **Enabling Trusted Travelers to Enter the Country Quickly with Global Entry (GE):** Global Entry 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 (ACE):** The Automated Commercial Environment (ACE) is the electronic system through which the trade community reports imports and exports.

What we delivered in FY23:

● **Made the I-94 form available on the CBP One App**

Noncitizen travelers entering the U.S. can electronically receive, print, and show Form I-94 (Arrival/Departure Record), or an I-94W for Visa Waiver Travelers, as evidence of lawful admission to the U.S. through the CBP One application or CBP I-94 website. They may also apply and pay for a provisional I-94 online at a land Port of Entry.

- Launched a new I-94 capability that embeds information on the risk for Human Trafficking, including a link for people applying for a provisional I-94 to obtain support.
- Added automatic passport scans for increased data integrity and improved retrieval rates. Travelers can scan their passports to auto-populate data, which reduces errors and more accurately matches data to CBP systems.

In FY23, 475,000 I-94 requests were completed and paid for electronically. There were more than 2.5 million user interactions to obtain copies of electronic I-94s, inquire about travel history, or verify their authorized length of stay.

● **Digitized the Vessel Entrance and Clearance System (VECS)**

VECS now allows vessel masters, operators, and agents to electronically submit vessel entry and clearance data and requests to CBP. This digital process was piloted at 70+ ports and uses plain language, prepopulates existing data, and automates validation activities.

During the rollout, CBP conducted Voice of the Customer research to inform proposed future-state improvements that are expected to:

- Save **300,000 hours** for CBP personnel, approximately **\$10 million**
- Save **500,000 hours** per year for vessel agents, approximately **\$27.4 million**
- Save **\$46,000 for local storage & transportation of paper forms**

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What we commit to deliver in FY24:

- **Formalize governance structure with CBP Experience (CBPX) staff**

CBP will formalize CX governance and strategy by completing the organizational design work to establish formal CBP Experience (CBPX) staff within the Office of the Commissioner. The Office of Information and Technology (OIT) will begin work to establish a digital CBPX function to advance digital experience best practices to further enhance CBP applications and services.

- **Assess and improve designated services:**

To support the more than 12 million Global Entry (GE) customers, CBP will:

- **Conduct a current-state analysis** of the GE experience.
- **Develop a future-state journey map** that addresses identified needs and provides a vision for evolving Global Entry in the years ahead.
- **Implement improvements to address selected pain points**, including making it easier for family units to enroll and travel.
- **Optimize usability and measure efficiency gains** and user satisfaction for the GE mobile application, which enables GE members to register their arrival into the U.S. using their mobile devices instead of waiting in line and using kiosks.

To expedite imports with Automated Commercial Environment (ACE):

CBP will complete two initiatives to accelerate the movement of goods and materials between countries, supported by secure, rapid information-sharing. CBP will use customer feedback to inform improvements and will also track impact.

- **Develop and test a beta version of a Software Developer Portal** with an initial user base of companies filing required import related data, so they can more easily transmit electronic information to CBP's ACE application.
- **Execute three technology demonstration projects** to help develop the framework for expedited international supply chain data-sharing between countries. Performance metrics will be defined and monitored.