

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

Transportation Security Administration

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

- 1) Completing TSA passenger screening:** TSA screens over 2 million passengers and their property each day and over 750 million passengers annually at over 440 federalized airports to ensure the freedom of movement of people and commerce across the country.
- 2) Getting help from TSA:** TSA offers multiple contact channels to help passengers prepare for travel and have a positive experience at the screening checkpoints. The TSA Contact Center receives 2 million contacts annually; TSA's social media team, 2.1 million contacts; and TSA's website, 4 million contacts.

What we will deliver in 2025:

- **Expand mobile driver's license efforts to two additional states**

TSA will expand the acceptance of mobile driver's licenses at select TSA checkpoints from nine states to eleven states across seven platforms, giving more passengers digital ID options.

- **Increase use of facial identification technology with Touchless TSA PreCheck®**

TSA will expand the use of facial identification technology with Touchless TSA PreCheck®, from ten to seventeen airport locations and three airlines. Passengers may opt for a live facial image to be matched against a temporary gallery of pre-staged photos, improving both verification security and line speed.

- **Deploy live chat on tsa.gov with an around-the-clock virtual assistant**

TSA will roll out a new contact channel on tsa.gov, a virtual assistant available 24/7/365 and live chat. This enhancement aims to address 80% of common customer questions more quickly and thoroughly. With a monthly average of 4.5 million visitors to the tsa.gov site, this initiative will significantly improve the customer experience.

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What we will deliver in 2025:

- **Provide new opportunities for passengers to share feedback at checkpoints nationwide**

TSA will launch the 3rd iteration of the Passenger Experience Survey (PES) in-person at about 20 airport checkpoints nationwide. TSA will continue to administer the Monthly Checkpoint Trust Survey, fostering collaboration with its 128 airport partners and seeking to expand participation among additional airports.

- **Continue “CX Demystified” training for all screening employees and as part of new hire orientation**

This training will help provide about 7,000 frontline staff with the knowledge to connect customer experience (CX) with airport security and the skills needed to enhance the passengers experience during their daily interactions.