

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

# Employee Benefits Security Administration

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

- 1) Using website resources to maximize retirement and health benefits:** EBSA's website contains extensive guidance and information on changing jobs, marriage and domestic partnerships, childbirth and adoption, separation and divorce, death of a family member, preparing for retirement and specific benefits, and programs that impact America's families.
- 2) Using website resources to assist organizations with compliance:** Organization administrators use the EBSA website to learn about Employee Retirement Income Security Act (ERISA) policy regulation, guidance, voluntary correction program, and labor and tax aspects of employee benefit plans.

### *What we will deliver in 2025:*

- **Redesign website to improve user experience and accessibility of information**

EBSA is improving its website navigation, topic organization, and content to make it easier to locate and understand essential resources our customers need to prepare for diverse life events that impact health and retirement benefits. The EBSA website currently has an average of 215,625 unique visitors per month.

- **Modernize the delivery of PDF files to enhance content search and discovery**

In the past year, EBSA assessed 4,596 PDF files to determine the appropriate content sharing strategy for each document, whether it is converting PDFs into HTML pages directly, creating new pages with summary and PDF viewer, or others. In 2025, EBSA will continue to implement the new PDF strategy to reduce the use of PDF files for enhanced accessibility, multilingual support, content search and discovery throughout the EBSA website. In addition, EBSA introduced a new search feature to sort results by popular asset types (FAQs, Fact Sheets, Publications, etc.) and will continue to enhance search optimization.