

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

Public Experience Portfolio

As a High Impact Service Provider (HISP), the Public Experience Portfolio at the General Services Administration focuses on improving customer experience and delivery for the following services:

- 1) Finding government information quickly in English and Spanish:** USA.gov and USA.Gov en Español both offer high-quality, easy-to-navigate experiences for customers to access trustworthy information about official government programs, benefits, and services.
- 2) Determining eligibility and referrals:** USA.gov will integrate a benefits locator tool that delivers personalized benefits recommendations to users in English and Spanish. This service will improve the benefits search experience for an estimated 40 million Americans.

What we will deliver in 2025:

- **Explore opportunities for people to ‘tell the government once’**

GSA will explore opportunities to streamline the process of submitting information to federal agencies, such as the service capability of ‘tell us once.’ This effort aims to reduce administrative burden, particularly during stressful life events when people often have to provide the same information to multiple agencies.

- **Expand benefit referrals and eligibility awareness**

GSA will conduct preliminary exploration and testing of prepopulating form fields with authenticated users’ saved information, and sending benefit eligibility notifications. Both use cases provide opportunities to better serve customers in search of benefits administered on the federal, state, and local level.