



# Factors driving High Impact Service Provider CX action plans

The US federal government interacts with millions of people each day, providing vital services that can be categorized as administrative, benefits, compliance, recreation, informational, data and research, and regulatory.

35 services within various federal agencies, designated as [High Impact Service Providers \(HISPs\)](#) due to the volume of and types of benefits, services, and programs they deliver to the public, are bound by the [Office of Management and Budget's \(OMB\) Circular A-11 Section 280](#) which calls for focused customer experience (CX) improvements.

As these HISPs conduct CX capacity assessments and create action plans, there are several factors that their leaders and CX professionals must consider to improve digital customer experiences holistically.



## Digital service usage is on the ground floor

According to Ernst & Young, while many US citizens are still sceptical of digital government services, some 35% say that making more use of online and digital technologies to provide public services should rank as one of the top three priorities for governments to improve quality of services.

As more US citizens ramp up their use of digital government services, monitoring desktop and mobile versions of websites and applications to keep page load times fast and free from bugs is key to achieving service OMB Circular A-11 Section 280 effectiveness metrics.



## Workplace flexibilities are here to stay

The Office of Personnel Management (OPM) reported that 45% of all federal employees teleworked in fiscal year 2020. In reviewing this data, OPM has now issued guidance that encourages agencies to ensure that telework is a major part of their workforce policies on a permanent basis.

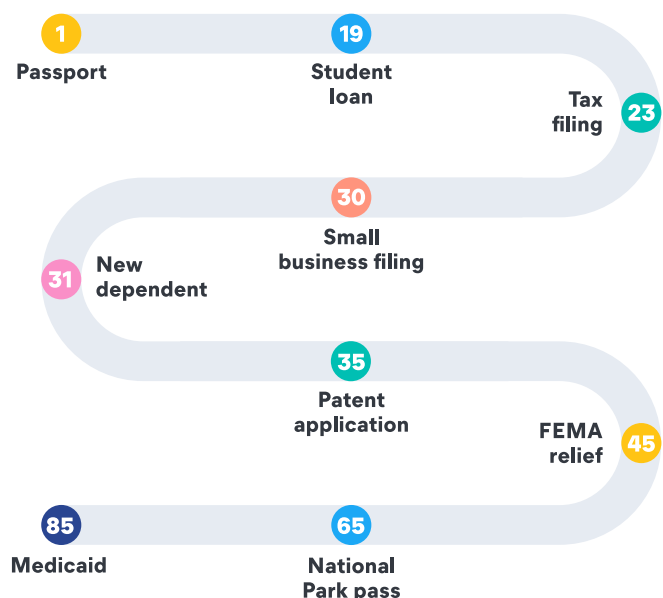
Whether employees work in a government facility or from their home office, monitoring cloud infrastructure performance to ensure employees can deliver services seamlessly is key to achieving Circular A-11 Section 280 efficiency/speed metrics.



## The citizen age continuum is widening

From applying for a passport for a newborn citizen to filling medicare prescriptions, the government's customer base is the largest and most diverse of any industry. The continuum will continue to widen as the US Census predicts that American life expectancy will increase from 79.7 in 2017 to 85.6 in 2060 for the total population.

No matter where citizens fall on the age continuum, they or their guardians expect to be able to find government information or the best person to speak with quickly. Using technologies like machine-learning enabled semantic search, which aids in understanding intent beyond keywords, is key to helping people find what they're looking for quickly and achieving OMB Circular A-11 Section 280 ease/simplicity metrics.

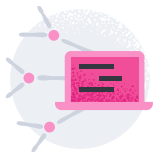




## Informed employees make agencies shine

According to recent customer feedback data from Performance.gov, employee interactions drive overall satisfaction. Those agencies with the top 10 employee interaction scores also had the top 10 overall satisfaction scores, demonstrating that if a customer receives exception customer service from the agent they are interacting with, they are more likely to be satisfied with the agency's service as a whole.

**In order for customer-facing employees to make agencies shine, they need the ability to find resources located across internal content repositories so they can deliver faster resolution times. This is key to achieving employee OMB Circular A-11 Section 280 interaction/helpfulness metrics.**



## Data sharing integral to "no wrong door"

Seeing through the administration's "no-wrong door" approach when a citizen is navigating across multiple government programs for assistance calls for a single sign-on service. It is also a massive exercise in government department data sharing. Data stewards will be vital to data privacy and data retention compliance, and technology that supports role-based access control and data lifecycle management will immensely support their efforts.

**Secure data sharing at scale has been a government aspiration for some time. Having the ability to access, visualize, and share data while maintaining data security compliance is key to streamlining a citizen's interactions with multiple programs, and can support OMB Circular A-11 Section 280 equity/transparency metrics as well.**

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## Improved CX starts with search

As the leading platform for search-powered solutions, Elastic helps everyone – agencies, employees, and citizens – find what they need faster, while keeping mission-critical websites and applications running smoothly, and protecting against cyber threats. We stand ready to support HISP CX improvement action plans with:

- Fine-tuned web and e-commerce, workplace, and application search
- Observability for today's websites, applications, and hybrid cloud environments
- Role-based data sharing using the power of search

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