

115TH CONGRESS
2D SESSION

H. R. 5402

To require the establishment of Federal customer service standards, to improve the service and customer experience provided by Federal agencies, and for other purposes.

IN THE HOUSE OF REPRESENTATIVES

MARCH 22, 2018

Mr. LOUDERMILK (for himself and Mr. CONNOLLY) introduced the following bill; which was referred to the Committee on Oversight and Government Reform

A BILL

To require the establishment of Federal customer service standards, to improve the service and customer experience provided by Federal agencies, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE; TABLE OF CONTENTS.**

4 (a) SHORT TITLE.—This Act may be cited as the
5 “Government Customer Service Accountability and Im-
6 provement Act of 2018”.

7 (b) TABLE OF CONTENTS.—The table of contents for
8 this Act is as follows:

- Sec. 1. Short title; table of contents.
Sec. 2. Findings; sense of Congress.
Sec. 3. Definitions.
Sec. 4. Development of customer experience standards.
Sec. 5. Service Improvement and Accountability Unit Pilot Program.
Sec. 6. Effective date.

1 **SEC. 2. FINDINGS; SENSE OF CONGRESS.**

2 (a) FINDINGS.—The Congress finds the following:

3 (1) The Federal Government serves the people
4 of the United States and should seek to continually
5 improve public services.

6 (2) The people of the United States deserve a
7 Federal Government that provides efficient, effec-
8 tive, and high-quality services across multiple chan-
9 nels.

10 (3) Many agencies, offices, programs, and Fed-
11 eral employees provide excellent service to individ-
12 uals, however, many functions of the Federal Gov-
13 ernment do not provide the customer service experi-
14 ence that individuals have come to expect from the
15 private sector.

16 (4) The lack of Federal Government customer
17 service is an inveterate occurrence which has been
18 attempted to be addressed through the actions of
19 previous administrations including the Executive
20 Order 12862, “Setting Customer Service Stand-
21 ards,” signed September 11, 1993, by President
22 William J. Clinton and Executive Order 13571,

1 “Streamlining Service Delivery and Improving Customer Service,” signed April 27, 2011, by President
2 Barack H. Obama.
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4 (5) According to the 2016 American Customer
5 Satisfaction Index, the Federal Government ranks
6 among the bottom of all industries in the United
7 States in customer satisfaction.

8 (6) Providing quality services to individuals im-
9 proves the confidence of the people of the United
10 States in their Government. Such quality service is
11 a necessary factor for agencies to fulfill their specific
12 and clearly defined missions.

13 (7) Improving service to individuals requires
14 agencies to work across organizational boundaries,
15 leverage technology, collect and share standardized
16 data, and develop customer-centered mindsets and
17 service strategies.

18 (b) SENSE OF CONGRESS.—It is the sense of Con-
19 gress that all agencies should strive to provide high-quality,
20 courteous, effective, and efficient services to the people
21 of the United States and seek to measure, collect, report,
22 and use metrics relating to the experience of individuals
23 interacting with agencies to continually improve services
24 to the people of the United States.

1 **SEC. 3. DEFINITIONS.**

2 In this Act:

3 (1) ADMINISTRATOR.—The term “Adminis-
4 trator” means the Administrator of General Serv-
5 ices.

6 (2) AGENCY.—The term “agency”—

7 (A) has the meaning given that term under
8 section 3502 of title 44, United States Code;
9 and

10 (B) does not include an agency the Presi-
11 dent excludes for national security reasons.

12 (3) CUSTOMER.—The term “customer”, with
13 respect to an agency, means any individual or entity
14 that is directly served by an agency, including a
15 Congressional office.

16 (4) CUSTOMER EXPERIENCE.—The term “cus-
17 tomer experience” means the experience of an indi-
18 vidual with an agency related to any service the
19 agency is required to perform in accordance with the
20 mission of the agency that requires personal assist-
21 ance, interaction, or accessibility of the services and
22 information provided by the agency.

23 (5) DIRECTOR.—The term “Director” means
24 the Director of the Office of Management and Budg-
25 et.

1 **SEC. 4. DEVELOPMENT OF CUSTOMER EXPERIENCE STAND-**
2 **ARDS.**

3 (a) **SELECTION OF CERTAIN AGENCIES BY OMB.—**

4 Not later than 90 days after the date of the enactment
5 of this Act, the Director shall select certain agencies (in-
6 cluding at a minimum the Department of Veterans Af-
7 fairs, the Office of Personnel Management, and the Inter-
8 nal Revenue Service) to develop customer experience
9 standards and performance plans for that agency.

10 (b) **AGENCY STANDARDS AND PERFORMANCE**
11 **PLANS.—**

12 (1) **IN GENERAL.—**Not later than 6 months
13 after the date on which the selection is made pursu-
14 ant to subsection (a), the senior accountable official
15 for customer experience for each agency, in consulta-
16 tion with relevant agency program officials, shall de-
17 velop customer experience standards and perform-
18 ance plans, subject to approval by the head of the
19 agency and the Director.

20 (2) **REQUIREMENTS FOR AGENCY CUSTOMER**
21 **EXPERIENCE STANDARDS AND PERFORMANCE**
22 **PLANS.—**The customer experience standards and
23 performance plans established paragraph (1) shall
24 be—

1 (A) based on customer and market re-
2 search that identifies the aspects of service de-
3 livery that are most important to citizens; and

4 (B) collected through both qualitative and
5 quantitative research methods that incorporate
6 voluntary feedback from citizens.

7 (3) INCLUSION IN AGENCY PERFORMANCE
8 PLANS.—The approved standards and performance
9 plans shall be included in the agency performance
10 plans required under section 1115(b) of title 31,
11 United States Code.

12 (c) REQUIREMENT TO SUBMIT AND PUBLISH STAND-
13 ARDS AND PERFORMANCE PLANS.—Not later than 1
14 month after the approval of the customer experience
15 standards and performance plans required pursuant to
16 subsection (b), the standards and plans shall be made pub-
17 licly available by the senior accountable official for cus-
18 tomer experience of the agency on the website of the rel-
19 evant agency.

20 (d) EFFECTIVE DATE OF STANDARDS.—The cus-
21 tomer experience standards and performance plans devel-
22 oped under subsection (b) shall be effective upon publica-
23 tion in the agency performance plan pursuant to section
24 1115(b) of title 31, United States Code.

1 **SEC. 5. SERVICE IMPROVEMENT AND ACCOUNTABILITY**
2 **UNIT PILOT PROGRAM.**

3 (a) ESTABLISHMENT OF PILOT PROGRAM.—Not
4 later than 1 year after the date on which the customer
5 experience standards and performance plans are published
6 pursuant to section 4(c), the Director shall establish a
7 pilot program, to be known as the Service Improvement
8 and Accountability Unit Pilot Program (in this section re-
9 ferred to as the “pilot program”), to provide assistance
10 to an agency that does not meet the standards that apply
11 to that agency under section 4.

12 (b) PERSONNEL.—The Director shall work with the
13 head of each agency to detail employees within the agency
14 to work on the pilot program, based on the expertise and
15 skills required to address service improvement goals. Any
16 employee so detailed shall be done in accordance with the
17 requirements in section 3341 of title 5, United States
18 Code.

19 (c) RESPONSIBILITIES.—Under the pilot program,
20 the Office of Management and Budget shall work with any
21 agency that does not meet the customer experience stand-
22 ards developed by that agency under section 4 to improve
23 and modernize service delivery to develop solutions, includ-
24 ing the following:

25 (1) Evaluating the efforts of the agency to im-
26 prove service delivery.

1 (2) Developing a plan with clearly defined
2 short- and long-term goals to improve within exist-
3 ing resources and by drawing on expertise and as-
4 sistance from other agencies (including the Office of
5 Management and Budget) where necessary.

6 (3) Monitoring implementation by the agency of
7 the plan developed under paragraph (2) until the
8 customer service standards are met.

9 (4) Submitting every 6 months to the Director
10 of the Office of Management and Budget a report
11 on the progress being made to improve service at the
12 agency until the customer experience standards are
13 met.

14 (d) REPORT.—Not later than 2 years after the date
15 on which the pilot program is implemented, and annually
16 thereafter until the termination of the pilot program, the
17 Director shall submit to the Committee on Oversight and
18 Government Reform of the House of Representatives and
19 the Committee on Homeland Security and Governmental
20 Affairs of the Senate a report on the accomplishments and
21 outcomes of the pilot program across all agencies in which
22 it has been implemented and any recommendations for
23 changes necessary achieve the customer experience stand-
24 ards developed under section 4. The report shall include—

1 (1) achievements by agencies in meeting the
2 customer experience performance standards devel-
3 oped under section 4; and

4 (2) an evaluation of the difficulties and lack of
5 quality customer experience still prevalent.

6 (e) SUPPORT.—The Administrator shall provide ad-
7 ministrative and other support in order to implement the
8 pilot program under this section. The head of each agency
9 shall, as appropriate and to the extent permitted by law,
10 provide at the request of the Director up to 2 personnel
11 authorizations who have expertise in change management,
12 process improvement, project management, and informa-
13 tion technology innovation to support the pilot program.
14 Such personnel may be the Inspector General.

15 (f) PROGRAM CONTINUATION.—The pilot program
16 shall be taken up for consideration of continuation or ter-
17 mination 5 years after the date of the enactment of this
18 Act by the relevant committees of jurisdiction in the
19 House of Representatives and the Senate.

20 **SEC. 6. EFFECTIVE DATE.**

21 This Act shall take effect 3 months after the date
22 of the enactment of this Act.

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