"Howard Merkel" <Howard.Merkel@foreseeresults.com>

07/21/2009 04:48 PM

To <improvefecinternet@fec.gov>

cc "Bernie Lubran" <Bernie.Lubran@foreseeresults.com>

Subject Public Comment on FEC website

To: improvefecinternet@fec.gov
From: Bernie Lubran
Regional Manager – Federal Government

In September 1993, President Clinton issued Executive Order #12862, Setting Customer Service Standards. According to this directive, which is still in effect, executive branch agencies are expected to be "customer-driven," and their customer service performance should be equal to the "best in business."

Executive Order #12862 set a series of standards that agencies are to meet or exceed, including but not limited to the following:

Identify who are or who should be the agency's customers.
Survey customers to determine their satisfaction with current services and determine what additional services and the quality of services customers want.
Post service standards and measure against those standards.
Benchmark customer service performance against the best in business.

In August 2001, President Bush set out his agenda for improving the federal government's performance. In that document, he established three overarching principles regarding his vision for reforming government. The very first of these principles was that Government should be "Citizen-centered, not bureaucracy-centered"

It seems to me that in order for the Federal Election Commission to improve its website and Internet communications, it needs to survey its customers to find out who is coming to the website and why, whether or not site visitors are able to accomplish what they came to do, assess their satisfaction with the overall experience as well as their satisfaction with the functionality of the website, and benchmark the FEC's website performance against other government websites with similar objectives in order to develop a strategy to make the website as good as the "best in government" and the "best in business."

Bernie Lubran
Regional Manager - Federal Government
Bernie.Lubran@foreseeresults.com
240-994-0240 cell
734.205.2601 fax

2500 Green Road
Suite 400
Ann Arbor, MI 48105

To opt-out of receiving future emails from me, please respond to this email.