

The background of the slide is a close-up, slightly blurred image of the American flag, showing the red and white stripes and the blue field with white stars. The flag is waving, creating a sense of movement.

# **USA Service Office of Citizen Services**

**April 10, 2008**

**U.S. General Services Administration**



# Office of Citizen Services



## USA Services

- One of 24 Presidential E-Gov Initiatives
- Help make the government more citizen-centric by providing citizens with easy access to accurate, consistent, and timely government information
- Working agreements with 40 agencies
- Improve service to citizens government-wide

# Winner of 2007 President's Quality Award

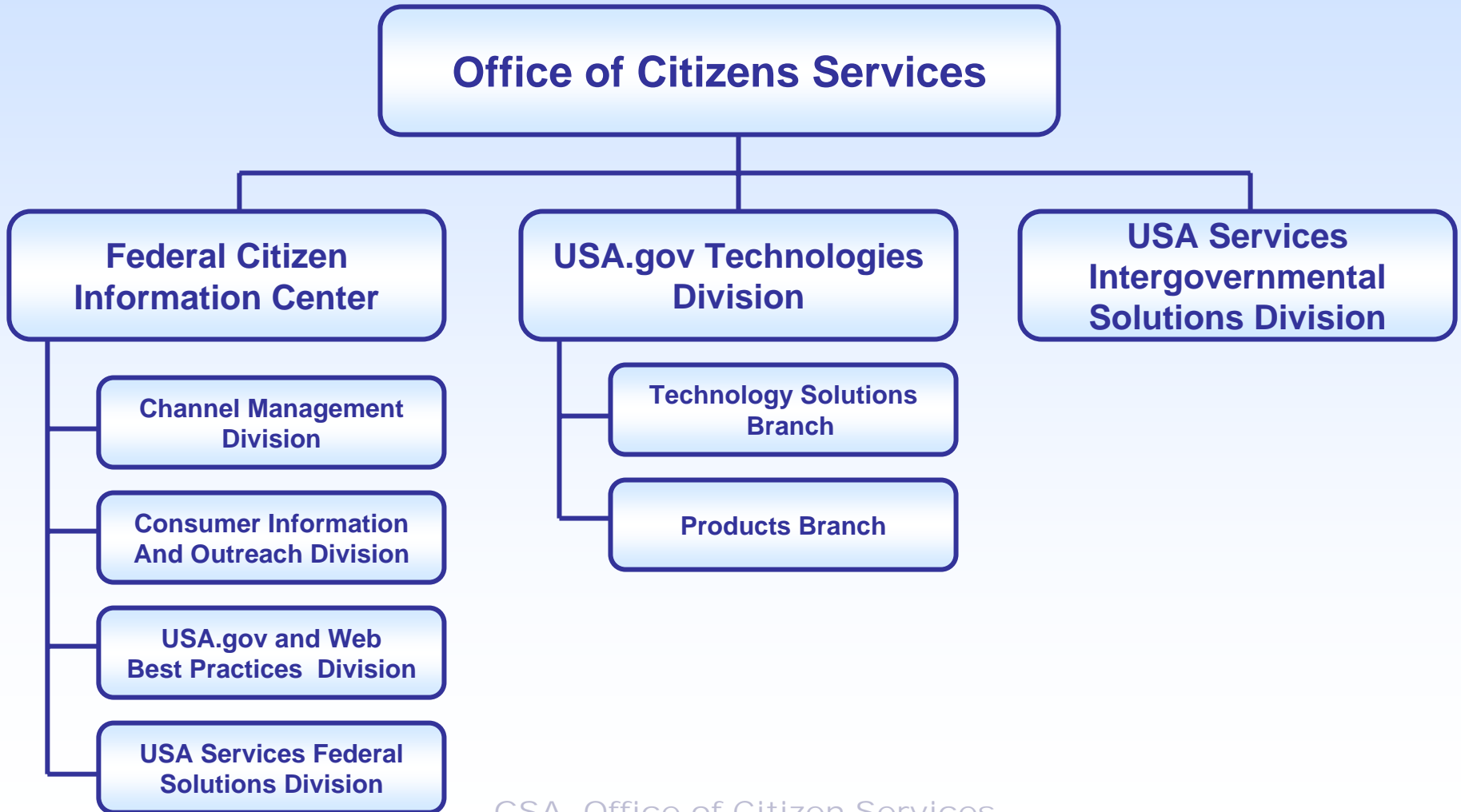


**“The program has proactively and successfully expanded and improved GSA’s direct service to citizens. As a result, GSA has been able to strengthen the crucial bond between citizens and their government.”**

**Lurita A. Doan  
GSA Administrator**



# Office of Citizen Services



# USA Services Helps Citizens Get Quality Answers to Questions



1. Government-wide leadership in customer service
  - Contract vehicles
  - Performance standards and guidelines
  - Market research
  - Tools
  - Education
  - Best practices
  - Communities of practice
  
2. Direct E-Gov services to citizens
  - Internet websites
  - Telephone
  - E-mail
  - Frequently Asked Questions (FAQs)

- The Official Portal to the U.S. Government
- Over 5 Million sites link to USA.gov
- Most comprehensive government search engine
- Pulls together millions of federal, state & local government web pages
- 15 million page views per month
- GobiernoUSA.gov – Spanish language site



The screenshot shows the USA.gov website interface. At the top, there is a navigation bar with links for Home, Site Index, E-mail Us, Phone Us, and Chat with Us. The USA.gov logo is prominently displayed, along with the tagline "Government Made Easy". A search bar is located on the right side of the header. Below the header, there are several tabs for different user groups: For Citizens, For Businesses and Nonprofits, For Government Employees, and For Visitors to the U.S. The main content area is divided into several sections. On the left, there is a "Get It Done Online!" section with links for checking tax refund status, renewing a driver's license, and applying for government jobs. In the center, there is a "Government Information by Topic" section with links to various categories such as Benefits and Grants, Consumer Guides, Defense and International, Environment, Energy, and Agriculture, Family, Home, and Community, Health and Nutrition, History, Arts, and Culture, Jobs and Education, Money and Taxes, Public Safety and Law, Reference and General Government, Science and Technology, Travel and Recreation, and Voting and Elections. On the right, there is a "News and Features" section with a featured article about Labor Day and a "Government Agencies" section with links to various agencies. At the bottom, there is a "What's FREE this Month?" section with a link to a free publication on retirement and health benefits. The footer contains contact information and a link to the Spanish language site, GobiernoUSA.gov.

# Time Magazine's 25 websites you can't live without



- Amazon.com
- BBC.co.uk
- Citysearch.com
- Craigslist.org
- Del.icio.us
- Digg.com
- Ebay.com
- ESPN.com
- Facebook.com
- FactCheck.org
- Flickr.com
- Google.com
- HowStuffWorks.com
- Kayak.com
- NationalGeographic.com
- Netflix.com
- Technorati.com
- TMZ.com
- **USA.gov**
- TelevisionWithoutPity.com
- The Internet Movie Database  
imdb.com
- WebMD.com
- Wikipedia.org
- Yahoo.com
- YouTube



# Telephone - National Contact Center



- **1 (800) FED INFO**
- **English and Spanish agents**
- **Available 8am to 8pm (M-F)**
- **IVR 24 x 7**
- **Knowledgebase available online at [USA.gov](http://USA.gov)**

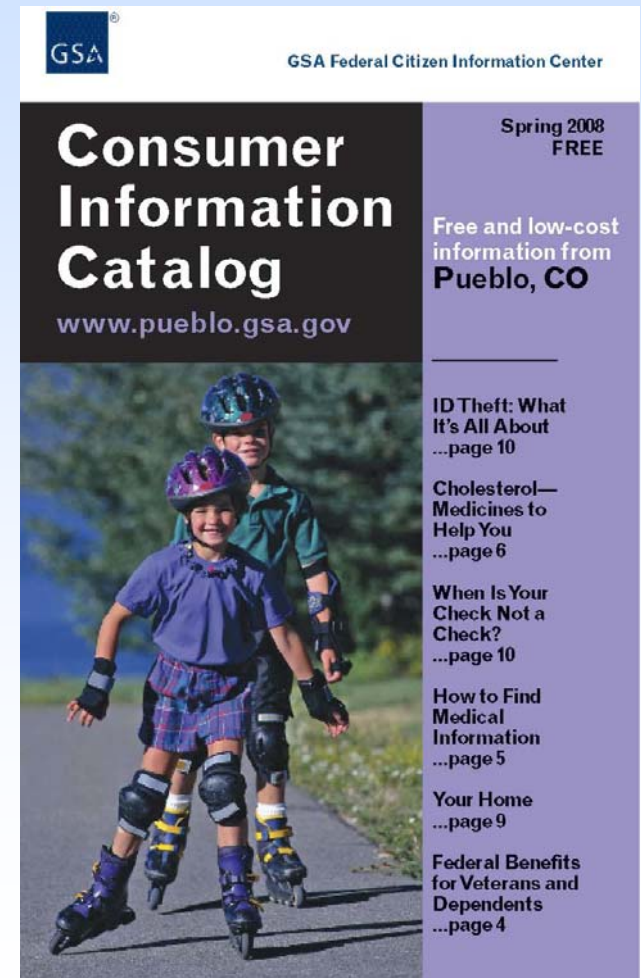




# Publication Distribution Center



- **Consumer Information Catalog**
- **Pueblo, Colorado 81009**
- **Over 200 free or low-cost federal publications**
- **Full text available online at [www.Pueblo.gsa.gov](http://www.Pueblo.gsa.gov)**
- **Topics include health, federal benefits, money, housing, childcare, employment, small business, education, nutrition, cars, travel, and more**



# Public Contacts



| <b>Channel</b>                                 | <b>FY 2006</b>     | <b>FY 2007</b>     |
|--|--------------------|--------------------|
| USA.gov page visits/queries                    | 84,318,017         | 97,014,575         |
| Other OCS Web page visits <sup>1</sup>         | 19,067,859         | 21,636,892         |
| Print materials (Pueblo) <sup>2</sup>          | 16,134,477         | 21,321,581         |
| Assisted Telephone/email response <sup>3</sup> | 9,149,341          | 34,457,981         |
| Direct Telephone Responses                     | 1,831,513          | 1,716,990          |
| Assisted web visits <sup>4</sup>               | NC                 | 26,108,453         |
| Emails & Online Personal Assistance            | 109,922            | 108,516            |
| eSubscriber mailings                           | <u>2,378,104</u>   | <u>5,375,948</u>   |
| <b>Total Contacts</b>                          | <b>132,989,233</b> | <b>207,740,936</b> |

1 - includes pueblo.gsa.gov, kids.gov, consumeraction.gov, info.gov, usaservices.gov

2 - includes Consumer Information Catalogs in FY 2007

3 - includes Passport (NPIC) IVR support and FirstContact task order support

4 - includes affiliate search queries and Web Solutions hosting support

# USA Services Supports other Agencies' Direct Channels to Citizens



**We also provide services to other agencies to help them improve how they provide information to citizens**

- Contract vehicles (FirstContact and USA Contact)
- Market research (Citizen Expectations and Government-wide assessment)
- Performance standards and guidelines (CSLIC and Webcontent.gov)
- Tools (Cost Calculator & procurement tool kit)
- Education (Web Manager University)
- Best practices (usaservices.gov, forums, & newsletters)
- Communities of practice (Contact center leaders, Web managers forum & partner meetings)

# Citizen Market Research



## Citizen channel preferences for getting government information

| Today          |     | Future                            |     |
|----------------|-----|-----------------------------------|-----|
| Internet       | 36% | Interactive Internet applications | 31% |
| Cell/Telephone | 32% | Internet                          | 29% |
| In person      | 22% | Cell/Telephone                    | 22% |
| Email          | 4%  | In person                         | 12% |
| Other          | 4%  | Email                             | 5%  |
| Postal mail    | 2%  | Postal mail                       | 2%  |

**35 focus groups  
in 9 cities**



**346 citizens  
aged 18 thru 75**

# Assessment of Customer Service Across the Government



## Trends

1. Increased use of performance measurements
2. Increasing reliance on citizen self-service
3. Increasing professionalism of customer service
4. Better understanding of operating costs

## Top Challenges

1. Having adequate funds
2. Creating awareness of services
3. Consolidating data sources, dealing with legacy systems
4. Ability to attract/retain staff

## Value

GSA can give the agency information about themselves.

# Communities of Interest



1. Web Managers Advisory Committee
2. Government Contact Center Council – G3C
3. Communities of Interest Work Groups
  - Consolidation
  - Outreach and awareness
  - Human Resources

# Best practices for the web



## Webcontent.gov

- “One-stop” web portal for government web managers
- Provides valuable information to government web managers
- Designed to help agencies meet federal requirements
- Highlights news about important deadlines and events
- Provides discussion forum on common challenges

The screenshot shows the Webcontent.gov website interface. At the top, there is a navigation bar with links for Home, About Us, FAQ's, Topics A-Z, Contact Us, and Jobs. Below this is a search bar and a spotlight section with a yellow background. The main content area is divided into several columns of links and information, including sections for Requirements & Best Practices, Usability & Design, Improving Your Website, Using Technology, Managing Content, Management & Governance, Resources & Tools, and Getting Started. On the right side, there are sections for News & Events, Our Community, and Top Requests. The footer contains a disclaimer about the website's management by the Web Content Managers Advisory Council and sponsorship by GSA's Office of Citizen Services and Communications and USA.gov. It also includes a page last updated date of June 29, 2007.



# Web Manager University



- Over 4,100 people have taken these free/low cost courses
- Represent 75 different federal agencies and 25 state and local
- Overall satisfaction – 8.8. (out of 10)
- Courses being offered:
  - Leading change on your website
  - Using search data to link citizens with content
  - Measuring performance
  - Focusing on your customer’s major tasks

# Intergovernmental Role



## Our Mission is to:

- Foster collaboration and communications within the intergovernmental community
- Share knowledge, ideas and best practices in electronic government
- Increase awareness of emerging and existing e-government and intergovernmental initiatives
- Bring state and local perspective to federal e-gov programs

# USAServices.gov

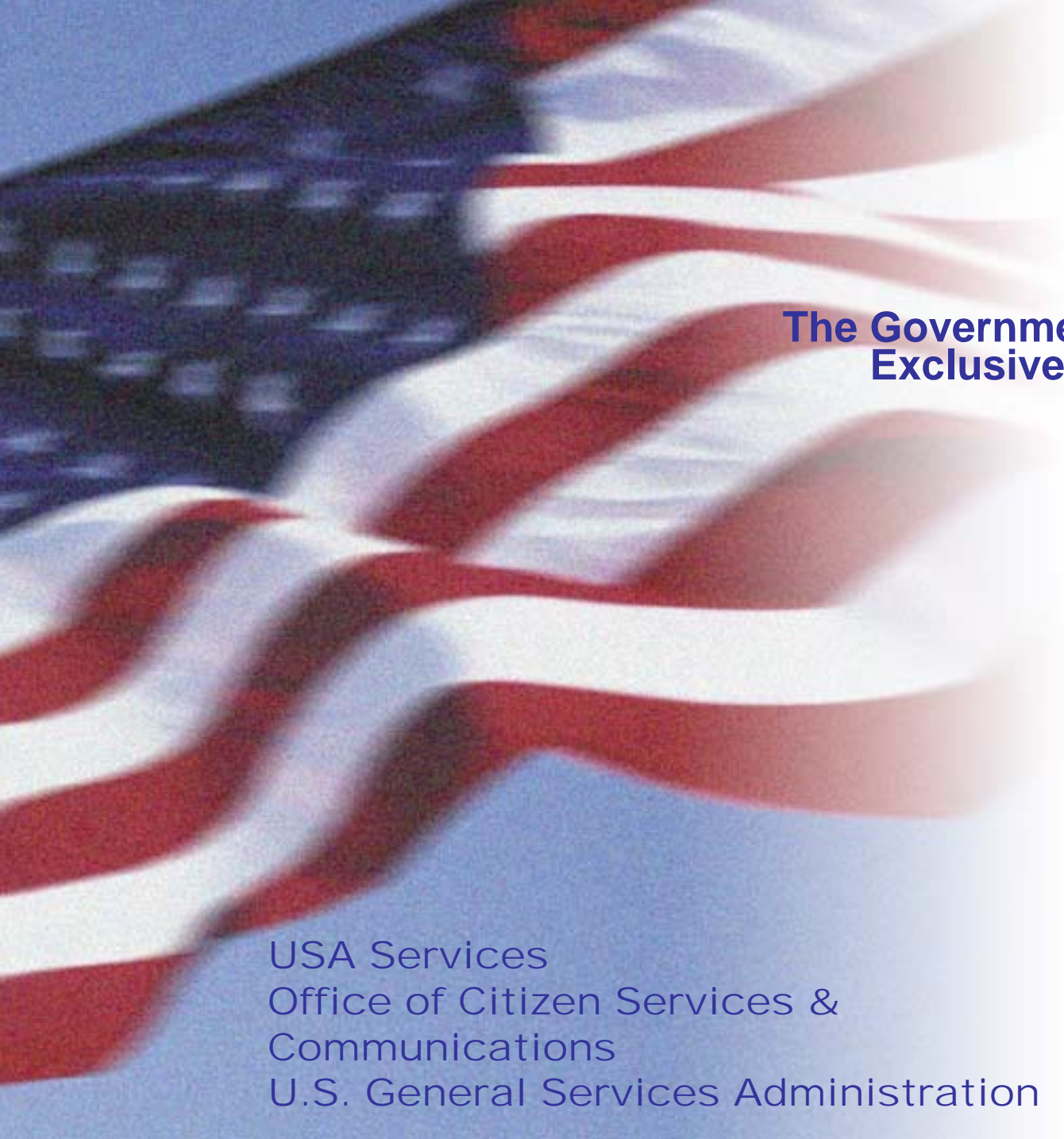


- Website services
- Contact Center Services
- Publications & Citizen Outreach
- Best Practices & Resources
- Intergovernmental Solutions

# For More Information



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<http://www.USAServices.gov>



# USA Contact

The Government Contract Designed  
Exclusively for Contact Centers

USA Services  
Office of Citizen Services &  
Communications  
U.S. General Services Administration



# Past Success



- 15 Task Orders
- Emergency support for disasters & times of crisis
- Responded to over 14 million citizen inquiries
- Customer satisfaction rating of **94%**
- Strong Support from Office of Management and Budget (OMB)

# 15 Task Orders



|                        |  |   |
|------------------------|--|---|
| <b>1</b>               | <b>FEMA – DHS Disaster Assistance</b>                      | <b>Awarded – October 2004</b>                         |
| <b>2</b>               | <b>GSA – FCIC National Contact Center</b>                  | <b>Awarded – November 2004</b>                        |
| <b>3</b>               | <b>HHS – Human Trafficking Hotline</b>                     | <b>Awarded – June 2005</b>                            |
| <b>4</b>               | <b>HHS – Program Support Center<br/>(incl. Grants.gov)</b> | <b>Awarded – August 2005</b>                          |
| <b>5</b>               | <b>FEMA National Processing Service Center (1)</b>         | <b>Awarded – September 2005</b>                       |
| <b>6</b>               | <b>FEMA National Processing Service Center (2)</b>         | <b>Awarded – September 2005</b>                       |
| <b>7</b>               | <b>FEMA Donations Hotline</b>                              | <b>Awarded – October 2005</b>                         |
| <b>8</b>               | <b>FEMA Referral Hotline</b>                               | <b>Awarded – October 2005</b>                         |
| <b>9</b>               | <b>VA Special Event Contact Center (1)</b>                 | <b>Awarded – May 2006</b>                             |
| <b>10</b>              | <b>VA Special Event Contact Center (2)</b>                 | <b>Awarded – May 2006</b>                             |
| <b>11</b>              | <b>VA VBA Education Office</b>                             | <b>Awarded – September 2006</b>                       |
| <b>12</b>              | <b>VA-Birmingham Special Event Contact Center</b>          | <b>Awarded – February 2007</b>                        |
| <b>13</b>              | <b>State - National Passport Information Center</b>        | <b>Awarded - May 2007</b>                             |
| <b>14 &amp;<br/>15</b> | <b>VA-Birmingham Special Event Contact Center</b>          | <b>Awarded – June 2007<br/>Awarded - October 2007</b> |



# Past Challenges



- Pigeon-holed as an “emergency” contract
- Period of Performance precluded 5 year task orders
- Contract ceiling value not high enough
- Large and established centers need flexible contract administration

# Enhancements for USA Contact



|                          | <u>FirstContact</u>                 | <u>USA Contact</u>                      |
|--------------------------|-------------------------------------|---|
| <b>Performance Life:</b> | 5 years                             | 10 years                                |
| <b>Total Value:</b>      | \$150 million                       | \$2.5 billion                           |
| <b>Vendors:</b>          | 5                                   | 9                                       |
| <b>Flexibility:</b>      | GSA retained<br>C.O. responsibility | Agency may retain<br>C.O responsibility |

# Compare to other Contract Vehicles



## USA Contract

1. We use CSR rates that cost less and have more diversity in talent
2. All the up front time and costs of procurement have been done
3. No Fee
4. Pre-negotiated low rates from pre-qualified vendors
5. Takes weeks from SOW to award for most contracts and no protests

## Others

1. Use more expensive Help Desk rates to answer basic questions
2. It can cost your agency up to \$300,000 or more in administration costs to complete the procurement
3. 5-8% Contract Mgmt. fee
4. Take your chance negotiating a good rate after you read all those proposals
5. Takes months to contract, plus an additional 6-10 months if your award is protested

# Next Steps: Marketing USA Contact



- Monthly Marketing Meetings with Vendors – April 17<sup>th</sup> or April 24<sup>th</sup>
- Launch of USA Contact for Federal Community – May 14<sup>th</sup>
- Conferences:
  - Government Customer Support Conference on April 29<sup>th</sup>
  - IRMCO April 12<sup>th</sup> – 15<sup>th</sup>
  - Digital Gov Institute in December
- Exhibitions and Workshops
- Website redesign at [USAServices.gov](http://USAServices.gov)
- Brochures, Testimonials, and Case Studies
- USA Contact Tool Kit

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