

# USDA CUSTOMER EXPERIENCE IMPROVEMENT PLAN—TEMPLATE

**Name of Customer Experience Champion:**

**Agency:**

**Date:**

Our goal is to inspire and empower all 100,000 teammates to provide a *Faster.Friendlier.Easier* customer experience. We will Be the Best and Lead the Rest.

1. **Who:** Our agency wants to improve service to:
  - List one or more customer groups.
  - Personalize this by inserting a picture of a typical customer of this type.
2. **What:** These customers want us to improve.
  - List one or more meaningful things we'd like to do better.
3. **Result:** How will doing this make our services *Faster.Friendlier.Easier*, i.e., speed up the time it takes to get things done, simplify access to our programs and people and/or create a culture where employees are accessible, responsive, courteous, helpful and knowledgeable?
4. **Recap:** Provide a clear, succinct statement about the problem we're trying to solve and the approach we'll take.
5. **Confirm:** Describe how we'll validate this is what customers and customer-facing employees would like us to do.
6. **Track and measure results:** Describe how we'll measure progress/results from the customer's perspective.
7. **Barriers:** Identify barriers we'll have to overcome to be successful.
8. **Support:** List who we'll need on our team to ensure success.
9. **Identify quick wins** where we can demonstrate success and build momentum.
10. **How and when will we get feedback** from these customers initially about what we're doing, and then in successive months, how we are doing?
11. **Communicate internally and externally:** Describe how we'll communicate this customer experience improvement plan. What's being done, for whom and how?
12. **Establish milestones** to be managed throughout the year.
13. **How will we recognize people and success** along the way?
14. **Describe the way you will report on your progress** in your agency, how frequently, to whom and how.
  - Make sure your report is a part of your agency's existing monthly and quarterly updates to senior leadership, including but not limited to your agency head and his or her chief of staff.
  - Plan for your progress report to be included in your mission area's quarterly strategic update to the deputy secretary.
  - Report your progress, challenges and next steps to the Office of Customer Experience at the end of each quarter.
15. **Agency administrators will sign:**

"I proudly submit this customer experience improvement plan on behalf of my agency. These plans were developed including input from the front-line employees who serve our customers on a daily basis. These plans can be achieved during fiscal 2019 using existing resources. I look forward to sharing the positive feedback we receive from our customers as a result of this work."