



(Original Signature of Member)

117TH CONGRESS  
1ST SESSION

**H. R.** \_\_\_\_\_

To require the collection of voluntary feedback on services provided by agencies, and for other purposes.

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IN THE HOUSE OF REPRESENTATIVES

Mr. CONNOLLY introduced the following bill; which was referred to the Committee on \_\_\_\_\_

\_\_\_\_\_  
**A BILL**

To require the collection of voluntary feedback on services provided by 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.**

4 This Act may be cited as the “Federal Agency Cus-  
5 tomer Experience Act of 2021”.

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

7 (a) FINDINGS.—Congress finds that—

8 (1) the Federal Government serves the people  
9 of the United States and should seek to continually

1 improve public services provided by the Federal Gov-  
2 ernment based on customer feedback;

3 (2) the people of the United States deserve a  
4 Federal Government that provides efficient, effec-  
5 tive, equitable, and high-quality services and cus-  
6 tomer experiences across multiple channels;

7 (3) many agencies, offices, programs, and Fed-  
8 eral employees provide excellent customer experi-  
9 ences to individuals, but many parts of the Federal  
10 Government still fall short on delivering the cus-  
11 tomer experience that individuals have come to ex-  
12 pect from the private sector;

13 (4) according to the 2020 American Customer  
14 Satisfaction Index, the Federal Government ranks  
15 among the bottom of all industries in the United  
16 States in customer satisfaction;

17 (5) providing an equitable, reliable, transparent,  
18 and responsive customer experience to individuals  
19 improves the confidence of the people of the United  
20 States in their Government and helps agencies  
21 achieve greater impact and fulfill their missions; and

22 (6) improving service to individuals requires  
23 agencies to work across organizational boundaries,  
24 leverage technology, collect and share standardized

1 data, and develop customer-centered mindsets and  
2 experience strategies.

3 (b) SENSE OF CONGRESS.—It is the sense of Con-  
4 gress that—

5 (1) all agencies should strive to provide a high-  
6 quality, courteous, effective, and efficient customer  
7 experience to the people of the United States and  
8 seek to measure, collect, report, and use metrics re-  
9 lating to the experience of individuals interacting  
10 with agencies to continually improve the customer  
11 experience of the people of the United States; and

12 (2) adequate Federal funding is needed to en-  
13 sure agency staffing levels that can provide the pub-  
14 lic with an improved customer experience.

15 **SEC. 3. DEFINITIONS.**

16 In this Act:

17 (1) ADMINISTRATOR.—The term “Adminis-  
18 trator” means the Administrator of General Serv-  
19 ices.

20 (2) AGENCY.—The term “agency” has the  
21 meaning given the term in section 3502 of title 44,  
22 United States Code.

23 (3) COVERED AGENCY.—The term “covered  
24 agency” means an agency or component of an agen-  
25 cy that is required by the Director to collect vol-

1 voluntary customer experience feedback for purposes of  
2 section 5, based on an assessment of the components  
3 and programs of the agency with the highest impact  
4 on or number of interactions with individuals or en-  
5 tities.

6 (4) DIRECTOR.—The term “Director” means  
7 the Director of the Office of Management and Budg-  
8 et.

9 (5) VOLUNTARY CUSTOMER EXPERIENCE FEED-  
10 BACK.—The term “voluntary customer experience  
11 feedback” means the submission of information, an  
12 opinion, or a concern to an agency by an individual  
13 or entity that—

14 (A) is voluntarily made by the individual or  
15 entity; and

16 (B) relates to—

17 (i) a particular service provided to the  
18 individual or entity by the agency; or

19 (ii) an interaction of the individual or  
20 entity with the agency.

21 **SEC. 4. GUIDELINES FOR VOLUNTARY CUSTOMER EXPERI-**  
22 **ENCE FEEDBACK.**

23 Each agency that solicits voluntary customer experi-  
24 ence feedback shall ensure that—

1 (1) individuals and entities providing responses  
2 to the solicitation of voluntary customer experience  
3 feedback have the option to remain anonymous;

4 (2) individuals and entities that decline to par-  
5 ticipate in the solicitation of voluntary customer ex-  
6 perience feedback are not treated differently by the  
7 agency for purposes of providing services or informa-  
8 tion;

9 (3) the solicitation includes—

10 (A) the fewest number of questions as is  
11 practicable; and

12 (B) not more than 10 questions;

13 (4) the voluntary nature of the solicitation is  
14 clear;

15 (5) the proposed solicitation of voluntary cus-  
16 tomer experience feedback will contribute to im-  
17 proved customer experience;

18 (6) solicitations of voluntary customer experi-  
19 ence feedback are limited to 1 solicitation per inter-  
20 action with an individual or entity;

21 (7) to the extent practicable, the solicitation of  
22 voluntary customer experience feedback is made at  
23 the point of service with an individual or entity;

24 (8) instruments for collecting voluntary cus-  
25 tomer experience feedback are accessible to individ-

1 uals with disabilities in accordance with section 508  
2 of the Rehabilitation Act of 1973 (29 U.S.C. 794d);  
3 and

4 (9) internal agency data governance policies re-  
5 main in effect with respect to the collection of vol-  
6 untary customer experience feedback from individ-  
7 uals and entities.

8 **SEC. 5. CUSTOMER EXPERIENCE DATA COLLECTION.**

9 (a) COLLECTION OF RESPONSES.—The head of each  
10 covered agency, assisted by and in coordination with the  
11 senior accountable official for customer experience of the  
12 covered agency, shall collect voluntary customer experience  
13 feedback with respect to services of or interactions with  
14 the covered agency.

15 (b) CONTENT OF QUESTIONS.—

16 (1) STANDARDIZED QUESTIONS.—The Director,  
17 in coordination with the Administrator, shall develop  
18 a set of standardized questions for use by covered  
19 agencies in collecting voluntary customer experience  
20 feedback under this section that address—

21 (A) overall satisfaction of individuals or  
22 entities with the specific interaction or service  
23 received;

1 (B) the extent to which individuals or enti-  
2 ties were able to accomplish the intended task  
3 or purpose of those individuals or entities;

4 (C) whether an individual or entity was  
5 treated with respect and professionalism;

6 (D) whether an individual or entity be-  
7 lieves that the individual or entity was served in  
8 a timely manner; and

9 (E) any additional metrics determined by  
10 the Director, in coordination with the Adminis-  
11 trator.

12 (2) ADDITIONAL QUESTIONS.—In addition to  
13 the questions developed under paragraph (1), the  
14 senior accountable official for customer experience of  
15 a covered agency may develop questions relevant to  
16 the specific operations or programs of the covered  
17 agency.

18 (c) ADDITIONAL REQUIREMENTS.—To the extent  
19 practicable—

20 (1) each covered agency shall collect voluntary  
21 customer experience feedback across every platform  
22 or channel through which the covered agency inter-  
23 acts with individuals or other entities to deliver in-  
24 formation or services; and

1           (2) voluntary customer experience feedback col-  
2           lected under this section shall be tied to specific  
3           transactions or interactions with customers of the  
4           covered agency.

5           (d) EXEMPTION FROM PUBLIC NOTICE AND COM-  
6           MENT.—The requirements of section 3506(c)(2)(A) and  
7           subparagraphs (B) and (D) of subsection (a)(1) and sub-  
8           section (b) of section 3507 of title 44, United States Code,  
9           shall not apply to the collection of voluntary customer ex-  
10          perience feedback by an agency that meets the require-  
11          ments of this Act.

12          (e) REPORT.—

13           (1) IN GENERAL.—Not later than 1 year after  
14          the date of enactment of this Act and not less fre-  
15          quently than quarterly thereafter, each covered  
16          agency shall submit to the Director, in a manner de-  
17          termined by the Director, an aggregated report on  
18          each solicitation of voluntary customer experience  
19          feedback from individuals and entities conducted by  
20          the covered agency, which shall include—

21                   (A) the intended purpose of the sollicita-  
22                   tion;

23                   (B) the appropriate point of contact within  
24                   the covered agency for the solicitation;



1 (C) the questions or survey instrument  
2 submitted to members of the public as part of  
3 the solicitation;

4 (D) a description of how the covered agen-  
5 cy uses the voluntary customer experience feed-  
6 back from the solicitation to improve the cus-  
7 tomer experience of the covered agency; and

8 (E) the results of the solicitation, includ-  
9 ing—

10 (i) the responses collected;

11 (ii) the total number of survey re-  
12 sponses; and

13 (iii) the rate of response for the solici-  
14 tation.

15 (2) CENTRALIZED WEBSITE.—The Director  
16 shall—

17 (A) include and maintain on a publicly  
18 available website the information provided by  
19 covered agencies under paragraph (1); and

20 (B) for the purpose of subparagraph (A),  
21 establish a website or make use of an existing  
22 website, such as the website required under sec-  
23 tion 1122 of title 31, United States Code.

1 **SEC. 6. CUSTOMER EXPERIENCE REPORT.**

2 (a) IN GENERAL.—Not later than 450 days after the  
3 date on which all covered agencies have submitted the first  
4 reports to the Director required under section 5(e)(1), and  
5 every 2 years thereafter until the date that is 10 years  
6 after such date, the Comptroller General of the United  
7 States shall make publicly available and submit to the  
8 Committee on Homeland Security and Governmental Af-  
9 fairs of the Senate and the Committee on Oversight and  
10 Reform of the House of Representatives a report assessing  
11 the data collected and reported by the covered agencies.

12 (b) CONTENTS.—The report required under sub-  
13 section (a) shall include—

14 (1) a summary of the information required to  
15 be submitted by covered agencies under section  
16 5(e)(1);

17 (2) a description of how each covered agency  
18 used the voluntary customer experience feedback re-  
19 ceived by the covered agency to improve the cus-  
20 tomer experience of the covered agency; and

21 (3) an assessment of the quality of the data col-  
22 lected under this Act and, if applicable, rec-  
23 ommendations to improve that quality.

24 **SEC. 7. RESTRICTION ON USE OF INFORMATION.**

25 No information collected pursuant to this Act may  
26 be used in any appraisal of the job performance of a Fed-

- 1 eral employee under chapter 43 of title 5, United States
- 2 Code, or any other provision of law.