

Conduct an A-11 Survey

The U.S. Office of Management and Budget (OMB) established guidance to manage customer experience and improve service delivery through Circular A-11. USDA is identified by OMB as a High-Impact Service Provider (HISP) and must comply with this guidance.

Implementing the guidance specified in this section will establish a more consistent, comprehensive, robust, and deliberate approach to Customer Experience (CX) across government:

- Establish a CX-mindful culture across Federal Government services
- Improve customer satisfaction with Federal Government services
- Provide structure and consistency around how agencies/programs approach CX
- Identify program accountability and governance mechanisms
- Ensure high-impact programs are making progress in growing CX program maturity and applying best practices
- Ensure high-impact programs are receiving and acting upon customer feedback to drive performance improvement and service recovery
- Allow for government-wide comparative assessment of customer satisfaction
- Ensure transparency through public reporting.

How to Create an A-11 Survey

Obtaining direct feedback from customers is critical to CX performance improvement. This is especially true of HISPs, which are Federal entities designated by OMB as providing high-impact customer-facing services, either due to a large customer base or a high impact on those served by the program.

A-11 guidance says that to measure customer experience, agencies should **at least** measure the following seven dimensions:

- ✓ Trust
- ✓ Effectiveness
- ✓ Ease
- ✓ Efficiency
- ✓ Transparency
- ✓ Humanity/Equity
- ✓ Employee Interaction

Guidance on question wording, response architecture, and branching logic in the Trust, Effectiveness, Ease, Efficiency, Transparency, Humanity/Equity, Employee Interaction domains is in the A-11 Section 280.

If you are ready to put an A-11 survey on your site, please speak with your [PRA officer](#) or contact USDA's PRA Officer, Ruth Brown (ruth.brown@usda.gov).