

Pursuant to Executive Order 14058 (December 13, 2021)
on *Transforming Federal Customer Experience and
Service Delivery to Rebuild Trust in Government*

2023 HISP CX Action Plan

Transportation Security Administration

As a High Impact Service Provider (HISP), TSA focuses on service assessments, collecting customer feedback, and making measured improvements for two designated services:

- 1) Completing the TSA Passenger Screening:** TSA screens over 2 million passengers and their property each day and over 750 million passengers annually at over 440 federalized airports to ensure the freedom of movement of people and commerce across the country.
- 2) Getting Help from TSA:** TSA offers multiple contact channels to help passengers prepare for travel and have a positive experience at the screening checkpoints. The TSA Contact Center receives 2 million contacts annually; TSA's social media team, 2.1 million contacts; and TSA's website, 4 million contacts.

What we delivered in 2023:

- **Evaluated biometric screening technologies to improve security and efficiency of passenger checkpoints**
TSA evaluated biometric screening and interoperability with mobile driver's license at 26 airports. These units provide a biometric match of a live photo against a passenger's ID photo.
- **Expanded mobile driver's licenses pilot to four additional states**
TSA expanded the mobile driver's license pilot at TSA checkpoints from three to seven states. The new technology gives more passengers digital ID options.
- **Expanded use of facial identification technology with TSA PreCheck®**
TSA expanded the use of facial identification with TSA PreCheck®, from two to five airport locations and to two airlines. Passengers may opt for a live facial image to be matched against a temporary gallery of pre-staged photos, improving both verification security and line speed.
- **Trained staff in how CX supports security to improve passenger experience**
TSA offered "CX Demystified" training to the entire screening workforce monthly and via their new hire orientation. This training equips frontline staff with the knowledge and skills to provide an excellent customer experience in their day-to-day interactions with all passengers.
- **Provided opportunities for passengers to share feedback in-person**
TSA successfully conducted its second Passenger Experience Survey (PES) at multiple airports across the nation, collecting over 13,000 responses. Survey results are overwhelmingly positive, and analysis revealed a 93% overall Customer Satisfaction score with 94% of participants reporting confidence in the ability of TSA Officers to keep air travel safe.

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What we commit to deliver in 2024:

- **Expand mobile driver's license pilot to two additional states and one additional platform**

TSA will expand the pilot for mobile driver's license or digital ID at TSA checkpoints from seven to nine states, and from five to six platforms, giving more passengers digital ID options.

- **Expand the use of facial identification technology with TSA PreCheck®**

TSA will expand the use of facial identification technology with TSA PreCheck®, from five to 10 airport locations and from two to three airlines. More passengers may opt for a live facial image to be matched against a temporary gallery of pre-staged photos, improving both verification security and line speed.

- **Deploy virtual assistant on tsa.gov with around-the-clock service**

TSA will roll out a new virtual assistant on tsa.gov with a 24/7/365 service to provide more rapid and thorough resolution for the most common customer inquiries.

- **Hire four CX Strategists to oversee improvements at pilot airports**

TSA will hire four CX Strategists in select pilot airports to improve the customer experience of passengers, to include checkpoint experiences and airport-specific communications, training of TSA Officers on customer interactions, and managing customer feedback insights.