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Office of Management and Budget (OMB)

From: William Parham
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Date: December 11, 2025

Subject: REVISION – Generic Clearance for Improving Customer Experience: OMB Circular A–11, Section 280 Implementation) (CMS-10710) (OMB# 0938-1382; CMS-10398, GenIC#15)

This memo requests approval of a revision to the approved information collection, Generic Clearance for Improving Customer Experience: OMB Circular A–11, Section 280 Implementation) (CMS-10710) (OMB# 0938-1382; CMS-10398, GenIC#15).

BACKGROUND

On September 11, 1993, Executive Order 12862, “Setting Customer Service Standards” was issued. This Executive Order expressed the vision that Federal agencies will put the people first. Executive Order 12862 directs Federal agencies to provide service to the public that matches or exceeds the best service available in the private sector. Section 1(b) of Executive Order 12862 requires government agencies to “survey customers to determine the kind and quality of services they want and their level of satisfaction with existing services” and Section 1(e) requires agencies “survey front-line employees on barriers to, and ideas for, matching the best in business.”

On March 30, 2016, the Core Federal Services Council was established. The Council emphasized the need to deliver world-class customer service to the American people. The Council, composed of the major high-volume, high-impact Federal programs that provide transactional services directly to the public, were encouraged “to improve the customer experience by using public and private sector management best practices, such as conducting self-assessments and journey mapping, collecting transactional feedback data, and sharing such data with frontline and other staff.”

In March 2018, the President’s Management Agenda (PMA) and new Cross-Agency Priority (CAP) Goals were launched. Excellent service was established as a core component of the mission, service, stewardship model that frames the entire PMA, embedding a customer-focused approach in all of the PMA’s initiatives. This model was also included in the 2018 update of the Federal Performance Framework in Circular A-11, ensuring ‘excellent service’ as a focus in future agency strategic planning efforts. The PMA included a CAP Goal on Improving Customer Experience with Federal Services, with a primary strategy to drive improvements within 25 of the nation’s highest impact programs. This effort is supported by an interagency team and guidance in Circular A-11 requiring the collection of customer feedback data and increasing the use of industry best practices to conduct customer research.

From 2021-2023, Executive Order 14058, *Transforming Customer Experience and Service Delivery to Rebuild Trust in Government*, Memorandum M-22-10, *Improving Access to Public Benefits Program Through the Paperwork Reduction Act*, and an OIRA Memorandum titled *Strategies for Reducing Administrative Burden in Public Benefit and Service Programs* were issued. The Executive Order and memoranda, taken as a whole, direct agencies to take specific actions to improve customer experience and enhance public participation and community engagement. Furthermore, the President’s Management Agenda contains a Priority titled Delivering Excellent, Equitable, and Secure Federal Services and Customer Experience, which, among other things, seeks to improve the service design, digital products, and customer-experience management of Federal High Impact Service Providers, including CMS, by reducing customer burden, addressing inequities, and streamlining processes.

These Presidential actions and requirements establish an ongoing process of collecting customer insights and using them to improve services. This new request will enable the Centers for Medicare and Medicaid Services (hereafter “the Agency”) to act in accordance with OMB Circular A-11 Section 280, Executive Order 14058, and the OMB memoranda on burden reduction, to ultimately transform the experience of its customers to improve both efficiency and mission delivery and increase accountability by communicating about these efforts with the public.

This Fast Track information collection request was last approved by OMB on December 13, 2023, and expires December 31, 2026.

OVERVIEW OF REQUESTED CHANGES

On December 2, 2025, CMS submitted the following GenIC for OMB approval.

OMB#	0938-1382
ICR Title	Generic Clearance for Improving Customer Experience: OMB Circular A–11, Section 280 Implementation) (CMS-10710)
GenIC	CMS-10710. GenIC#15 – TRIPTK- Journey AI Survey - Professionals

On December 8, 2025, OMB approved the aforementioned GenIC. Subsequent to its approval, OMB notified CMS of an error with the GenIC. CMS submitted the correct GenIC#15 coversheet with the details of the collection; however, the incorrect collection instrument was submitted. Specifically, the collection instrument for GenIC#14 was erroneously submitted with the GenIC#15 coversheet. The instrument for GenIC#14 was subsequently submitted with the GenIC#14 coversheet for OMB approval.

We are submitting this update to GenIC#15 to correct an administrative oversight. This revision request does not change any of the burden previously approved for GenIC#15. Similarly, it does not change any of the details of the information collection discussed in the GenIC#15 coversheet. This submission is to ensure the GenIC#15 collection instrument is approved by OMB. We will be resubmitting the previously approved GenIC#15 coversheet.

To allow for this updated to be submitted for approval, we are assigning **1 token** burden hour as a matter of system ROCIS system functionality.