Customer Experience (CX) Additional References and Resources

The following tools and references is a non-exhaustive list of CX related resources. Many of these resources were developed by the Department based on our close work with states in recent years as they've implemented American Rescue Plan Act (ARPA) projects.

1. **Tools**

   a. Unemployment Insurance Equitable Access Toolkit, https://www.workforcegps.org/resources/2023/04/UI_Content/Public_Equitable_Access_Toolkit;

   b. Improve How You Communicate Unemployment Insurance Statuses to Claimants: Webinar and Playbook, https://www.workforcegps.org/announcements/2023/04/19/19/21/Claim-Status-Playbook;

   c. Process Mapping in the Unemployment Insurance Program, https://www.workforcegps.org/resources/2023/04/UI_Content/Process-Mapping-in-the-Unemployment-Insurance-Program.

   d. Behavioral Insights Toolkit, https://library.naswa.org/bitoolkit;

   e. Tips for Starting Your Customer Experience Journey, https://www.performance.gov/cx/blog/tips-for-starting-your-customer-experience-journey/;

   f. View sample UI application code, https://www.dol.gov/agencies/eta/ui-modernization/customer-experience/view-sample-UI-application;

   g. Model Claimant Handbook, Model Claimant Handbook (naswa.org);

   h. Customer Experience Toolkit, https://digital.gov/resources/customer-experience-toolkit/?dg;

   i. Web Content Accessibility Guidelines https://www.w3.org/TR/WCAG21/; and

   j. Accessibility guide, https://guides.18f.gov/accessibility/.

2. **USDOL Blogposts**

   a. Customer Experience (CX) Principles for Online Applications, https://www.dol.gov/agencies/eta/ui-modernization/customer-experience/improve-applications/cx-principles;

   b. Customer Experience Metrics, https://www.dol.gov/agencies/eta/ui-modernization/customer-experience/cx-metrics;

   c. Improving UI benefits delivery through direct observation of UI claimants, https://www.dol.gov/agencies/eta/ui-modernization/customer-experience/improving-delivery;

   d. Evaluating customer experience with survey design, https://www.dol.gov/agencies/eta/ui-modernization/customer-experience/survey-design;

   e. Improving mobile usability for claimants, https://www.dol.gov/agencies/eta/ui-modernization/customer-experience/mobile-usability;

f. Ways to improve document uploaders, https://www.dol.gov/agencies/eta/ui-modernization/customer-experience/doc-uploader-cx; and

g. Improve Unemployment Insurance application questions, https://www.dol.gov/agencies/eta/ui-modernization/customer-experience/improve-ui-questions.

3. **Staff Training**

a. Plain Language Webcast Series, https://www.workforcegps.org/resources/2023/04/UI_Content/Plain-Language-Webcast-Series;

b. Equitable Access in Unemployment Insurance, https://learning.naswa.org/public/contentdetails/11751/equitable-access-in-unemployment-insurance;

4. **Reports and Findings**

a. *Building Resilience: A plan for transforming unemployment insurance*, published April 2024, https://oui.doleta.gov/unemploy/transformation_plan.asp;

b. Government Accountability Office (GAO) GAO-22-105162, *Unemployment Insurance: Transformation Needed to Address Program Design, Infrastructure, and Integrity Risks*, published June 2022, https://www.gao.gov/products/gao-22-105162;

c. GAO-21-599R, *Management Report: Preliminary Information on Potential Racial and Ethnic Disparities in the Receipt of Unemployment Insurance Benefits during the COVID-19 Pandemic*, published June 17, 2021, https://www.gao.gov/products/gao-21-599r;

d. GAO-16-430, *Unemployment Insurance: States' Customer Service Challenges and DOL's Related Assistance*, published May 2016, https://www.gao.gov/products/gao-16-430;

e. Office of Management and Budget's CIRCULAR NO. A–11, *Preparation, Submission, and Execution of the Budget; Section 280 – Managing Customer Experience and Improving Service Delivery*, https://www.whitehouse.gov/wp-content/uploads/2018/06/a11.pdf;

f. Georgetown University Beeck Center's, *Unemployment Insurance IT Modernization Grant Projects: Phase 1 Summary Report*, https://beeckcenter.georgetown.edu/report/unemployment-insurance-it-modernization-grant-projects-phase-1-summary-report/;

g. Eliza Forsythe and Hesong Yang, "Understanding Disparities in Unemployment Insurance Recipiency," prepared for the U.S. Department of Labor Chief Evaluation Office, November 12, 2021, https://www.dol.gov/resource-library/understanding-disparities-unemployment-insurance-recipiency-paper; and

h. Pew Research mobile fact sheet, https://www.pewresearch.org/internet/fact-sheet/mobile/.