

APPENDIX C: CUSTOMER SERVICE PLAN

Customers are at the core of PBGC's mission. PBGC gathers feedback from its customers through customer surveys, reviews gaps in customer service expectations, and implements technology and process improvements to close gaps and improve the customers' experiences. Surveys provide valuable benchmarking insight and track trends in customer satisfaction.

PBGC SURVEYS

Federal Employee Viewpoint Survey (FedView)

The FedView Survey is an OPM sponsored survey that measures employees' perceptions of whether, and to what extent, conditions that characterize successful organizations are present in their agencies. The survey results are used to support employee engagement, foster a diverse work culture, and improve the work environment.

Telephone Surveys

PBGC uses telephone surveys to gather feedback from its customers, including retirees, premium filers, and callers to the Corporation's Customer Contact Center. Surveys are conducted by Claes Fornell International (CFI) Group using The American Customer Satisfaction Index (ACSI) methodology to evaluate PBGC's services to these customers. ACSI surveys use a proven statistical methodology to identify where improvements can be made and allow benchmarking with other organizations.

Online Surveys

Online surveys collect continuous feedback, enabling PBGC to promptly address customer concerns. PBGC conducts four online surveys measuring user satisfaction. These surveys cover:

- Online service for participants using My Pension Benefit Access (MyPBA)
- Online service for practitioners using My Plan Administration Account (My PAA)
- The PBGC.gov website
- Opt-in Feedback survey invites customer feedback via key website pages. These informal surveys are used to identify page-specific improvements.

PBGC customers include participants, practitioners, and website visitors. The online surveys are conducted by a private third-party vendor, ForeSee using the ForeSee Customer Experience Analytics.

CUSTOMER SERVICE FOR PARTICIPANTS

- **Online Web Portal, MyPBA:** PBGC provides customers with a self-service web portal, My Pension Benefit Access (MyPBA).
 - MyPBA allows customers to update profile information such as address and phone number, request a benefit calculation, apply for benefits, update tax withholding or direct deposit information, or print income verifications or end of year tax statements (1099-R).
 - PBGC upgraded MyPBA in 2021 to provide more robust security and identity authentication, incorporating multi-factor authentication. This enhanced security allows customers to set up their own account and simplifies the password requirement, addressing two of the most common customer complaints over the last three years.
 - MyPBA will also serve as the future platform for providing online benefit estimates. Online estimates are something customers have been requesting for years, and it will shorten the time of delivery from 45 days to just minutes.

- **Customer Contact Center:** PBGC provides a toll-free customer contact center to handle participant inquiries. The Customer Contact Center can handle approximately 2,500 calls per day, with the intention of answering 80% of calls within the first 30 seconds.
 - PBGC modernized its phone system in 2019 and its customer relationship management (CRM) software in 2021. These modernizations enable better integration and enhanced customer recognition and identity verification. The modernized CRM also provides for more real-time transparency and analytics related to call topics and workflow status.
- **Dedicated Problem Resolution Officers:** For more than 20 years, PBGC has long employed two dedicated problem resolution officers (PRO) – one for participants and one for practitioners. Each PRO is assigned to resolve individual questions and concerns.
- **Social Media:** PBGC hosts an online subscription service for news releases and updated content on selected topics. PBGC also has Facebook, Twitter, and LinkedIn accounts to share both PBGC-specific news, and stories of general interest, to the retirement security community.
- **Solicit Customer Feedback:** PBGC gathers feedback from customers daily. PBGC uses three surveys to invite feedback from monthly payees, users of MyPBA, and participants who call its toll-free number. All three surveys allow customers to request a “callback” to allow PBGC to address individual questions and concerns.
- **Quality Monitoring:** PBGC records and reviews customer calls to ensure the quality of service. Calls are rated and the ratings are used to correct quality issues.

Customer Service for Practitioners: PBGC actively engages practitioners in many ways, including regular communication, an online premium filing tool, a toll-free number, and industry event participation.

- **Solicit Comments:** Industry experts comment on PBGC proposals to make compliance more straightforward and easier.
- **Provide Frequent Communication:** Through social media, email, and web content, PBGC communicates regularly with practitioners. “What’s New for Practitioners” listserv alerts practitioners to changes in regulations, filing due dates, technical guidance, and other policy-related information.
- **Provide an Online Premium Filing Tool:** My PAA (My Plan Administration Account) is PBGC’s online premium filing tool. My PAA provides round-the-clock filing capability and access to plan information. PBGC’s website also provides extensive information on premium filings and regulations.
 - New and improved My PAA Tool: a new and improved version of My PAA launched in April 2021 with a new look and feel designed to enhance customer experiences with plan management, premium filing, and payment processing. System improvements will continue based upon practitioner feedback.
- **Participate in Industry Events:** PBGC participates in several conferences sponsored by relevant professional organizations. PBGC presents invaluable information at these events to help practitioners successfully comply with their responsibilities in addition to seeking opportunities to address PBGC-related questions. PBGC maintains a speaker’s bureau of experts willing and available to speak to interested groups.
- **Website Visitors:** PBGC actively engages visitors via PBGC.gov by providing timely information and soliciting customer feedback. The Feedback surveys allow PBGC to capture actionable, page-specific, customer input on key website pages. They are brief opt-in surveys accessed by clicking on a “feedback” badge.
- **Provide Important Resources Online:** PBGC.gov provides extensive resources of interest to varied audiences including the latest information for workers, retirees, plan administrators, policymakers, and other stakeholders; PBGC-related laws and regulations; listings of trustee and insured pension plans; and information about how to contact PBGC.

- ***Make Continuous Improvements:*** PBGC.gov incorporates customer feedback, web analytics, and site performance metrics into improvements to site content, navigation, and design. The site is constantly being improved to meet customers' changing needs and expectations, as well as to comply with the latest security and privacy requirements.
- ***Listen to Practitioners:*** PBGC listens and seeks to build on its successes with ever-improving service. PBGC hosts forums to air practitioners' varying perspectives on PBGC regulations and policies and solicits feedback via surveys of premium filers and users of My PAA. The Office of the General Counsel also staffs a general inquiry line to field legal questions from practitioners.