

ACSI® Federal Government Study 2024

November 12, 2024



American Customer Satisfaction Index



Citizen Satisfaction With Federal Government Services Reaches 7-Year High

Citizen satisfaction with U.S. federal government services reaches the highest level since 2017. According to 2024 results from the American Customer Satisfaction Index (ACSI®), satisfaction reaches a 7-year high of 69.7 (out of 100). While the federal government is making great strides in improving the delivery of agency services to citizens, this hasn't been by chance. These changes and improvements have been years in the making through new laws, executive orders, and mandates that have been instrumental to improving federal government satisfaction.

In 2018, the bipartisan 21st Century Integrated Digital Experience Act was signed into law. The law directs the federal government to improve the digital experience for government customers and reinforces existing requirements for federal public websites. Agencies were required to modernize websites, digitize services and forms, accelerate use of e-signatures, and adopt shared standards and services.

FEDERAL GOVERNMENT

69.7 ▲ 2.2%

Priority 2 of President Biden’s Management Agenda in 2021 laid out its focus on “delivering excellent, equitable, and secure Federal services and customer experience.” Priority 2 aimed to reduce the burden on customers and set the expectation that public service experience quality should be on par with leading consumer experiences.

Also in 2021, President Biden signed Executive Order 14058 on Transforming Federal Customer Experience and Service Delivery to Rebuild Trust in Government. This established ongoing accountability for federal service delivery through High Impact Service Providers (HISP). An HISP is defined by the government as “a Federal entity, as designated by the Director of the Office of Management and Budget (OMB), that provides or funds customer-facing services, including Federal services administered at the State or local level, that have a high impact on the public, whether because of a large customer base or a critical effect on those served.”

Key Takeaways

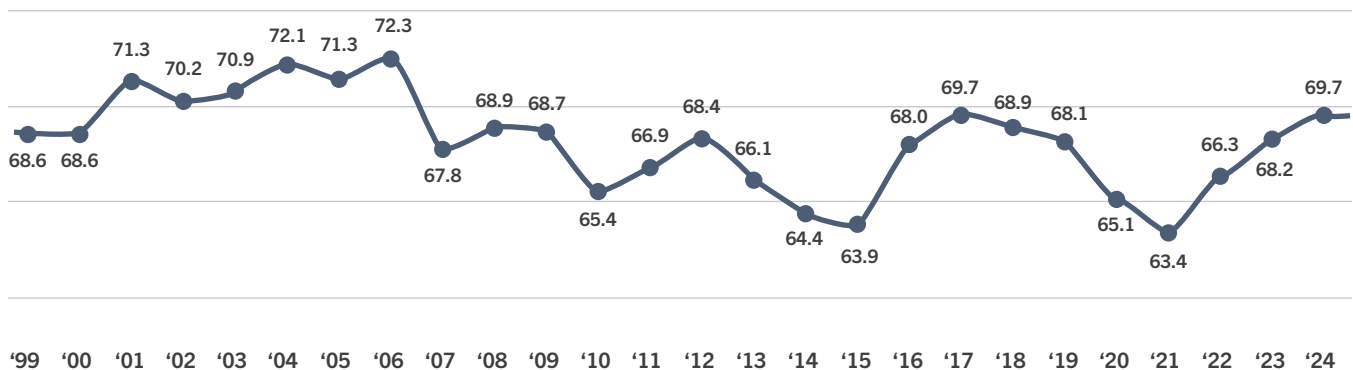
- Citizen satisfaction surges 2.2% to 69.7, hitting its highest level since 2017.
- Among the most wide-reaching High Impact Service Providers, the Office of Personnel Management earns the top ACSI score of 76.
- Results for government call centers reveal that citizens find call center interactions far less satisfying (62) than their experiences with government websites (72).
- While citizen complaints have risen over a 4-year period, this has been in tandem with a double-digit increase in the complaint handling rating.

Study Findings

Citizen satisfaction with U.S. federal government services improves 2.2% in 2024, advancing from 68.2 to 69.7. This is the largest gain over a 4-year period (net 9.9%) since the ACSI began measuring citizen satisfaction in 1999 and indicates that citizens are the happiest they have been with federal government services in 7 years.

AMERICAN CUSTOMER SATISFACTION INDEX:
CITIZEN SATISFACTION WITH FEDERAL GOVERNMENT SERVICES
 1999-2024

ACSI (0-100 Scale)



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Across 17 federal departments/independent agencies, 39 HISPs provide services to millions of Americans. The ACSI federal government score represents satisfaction with a multitude of federal agency services, including the HISPs identified by Biden’s Executive Order.

Citizen Satisfaction With High Impact Service Providers (HISPs)

ACSI’s 2024 study includes an examination of satisfaction results for the designated 39 High Impact Service Providers. ACSI reports scores for 12 federal departments/independent agencies that comprise 28 of the most widely recognized and broad-reaching HISPs. The scores for these 12 departments/independent agencies range from a high of 76 to a low of 61.

AMERICAN CUSTOMER SATISFACTION INDEX: FEDERAL GOVERNMENT AGENCIES

ACSI (0-100 Scale)

DEPARTMENT/INDEPENDENT AGENCY	HIGH IMPACT SERVICE PROVIDERS INCLUDED	ACSI
Office of Personnel Management	Federal Employment Services Retirement Services	76
Department of Homeland Security	Citizenship and Immigration Services Customs and Border Control Federal Emergency Management Agency Transportation Security Administration	74
Department of Agriculture	Farm Services Agency Food and Nutrition Service Forest Service Natural Resource Conservation Service Rural Development	73
Department of Commerce	Census National Weather Service United States Patent and Trademark Office	73
Cross-Agency Coordination	Recreation.gov	72
Department of State	Passport Services	71
Social Security Administration	Social Security Administration	71
Department of Veterans Affairs	Veterans Benefits Administration Veterans Health Administration	70
Department of Health and Human Services	Centers for Medicaid and Medicare Services Food and Drug Administration	69
Department of Education	Federal Student Aid	68
Department of Labor	Employee Benefits Security Administration Employment and Training Administration Occupational Safety and Health Administration Office of Workers’ Compensation Programs	64
Department of the Treasury	Internal Revenue Service Treasury Department	61

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The Office of Personnel Management has the highest satisfaction score of 76 and includes citizen ratings of Federal Employment Services and Retirement Services. The Department of Homeland Security (74), Department of Agriculture (73), Department of Commerce (73), and Recreation.gov (72), the federal government’s centralized travel planning and reservation platform, round out the top five.

The lowest-scoring department is the Department of the Treasury at 61. This result is not surprising considering that it includes not only the Treasury Department but also the Internal Revenue Service and its unique tax-collecting mission.

Citizen Satisfaction Drivers

Each year, the ACSI federal government satisfaction study examines four primary drivers of citizen satisfaction, attributes of citizen-perceived quality that reflect the most relevant performance areas of government programs and services. One year ago, all four drivers of satisfaction registered substantial gains.

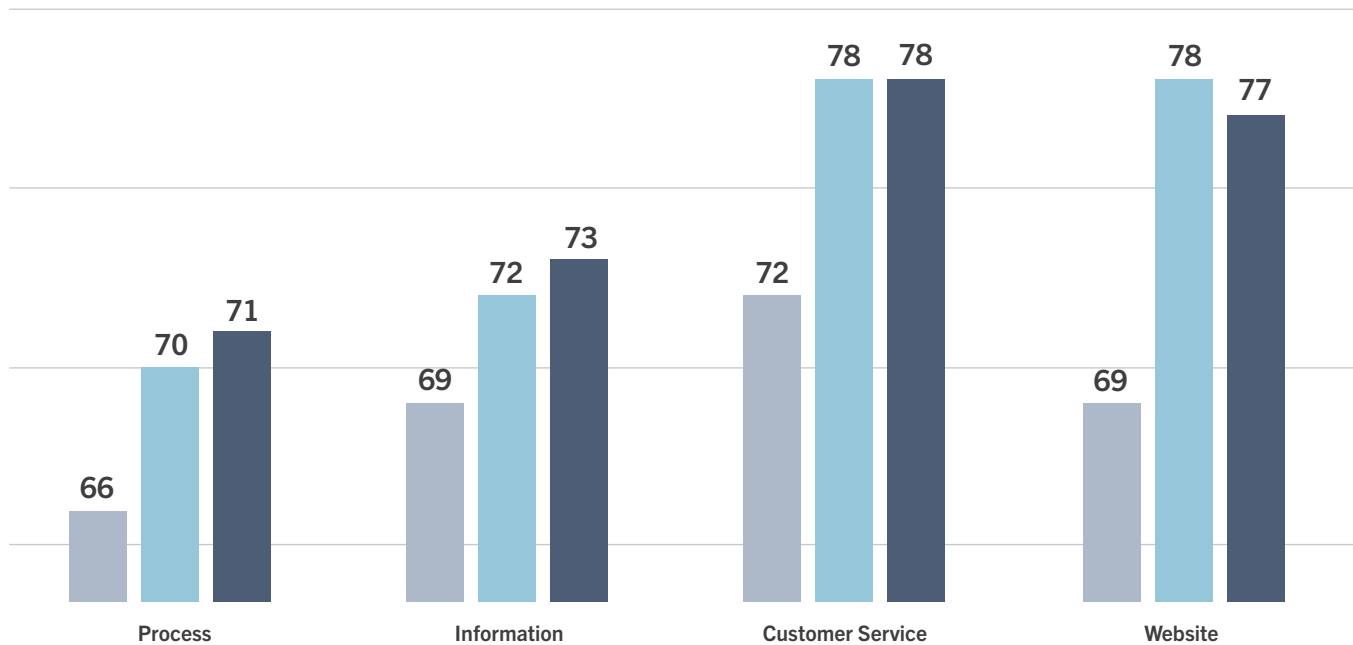
In 2024, two of these satisfaction drivers, process and information, improve year over year. These gains help drive the continuing increase in government satisfaction. Specifically, citizens report improvements in the efficiency and ease of government processes (70 to 71) and the ease of accessing and clarity of information (72 to 73). Assessments of the courtesy and professionalism of customer service remain the same year over year (78), while perceptions of government website quality decline by a point after making a large 13% gain a year ago.

AMERICAN CUSTOMER SATISFACTION INDEX:

FEDERAL GOVERNMENT Citizen Satisfaction Drivers

ACSI (0-100 Scale)

2022 2023 2024



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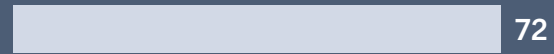
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Citizen Satisfaction With Call Centers and Websites

The ACSI federal government satisfaction study includes indices that reflect citizen satisfaction with federal government call center and website experiences. Both indices are based on citizen responses to three individual survey questions. For 2024, the call center satisfaction index is 62, whereas the website satisfaction index is 10 points higher at 72. While government websites have room for improvement, the substantial difference between the call center and website indices suggests that citizens are receiving higher levels of service and more satisfying experiences online. This is particularly compelling given that using federal government websites is the more cost-effective option for providing services to citizens.

AMERICAN CUSTOMER SATISFACTION INDEX: FEDERAL GOVERNMENT Call Centers and Websites

ACSI (0-100 Scale)



Website Satisfaction Index



Call Center Satisfaction Index

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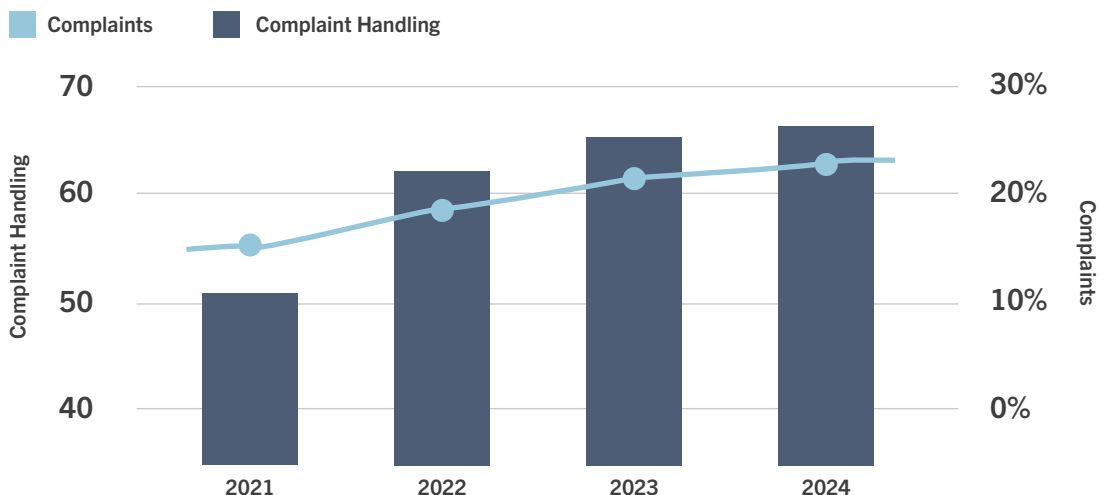
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Federal Government Complaint Handling

Over the last four years, there has been an increase in complaints filed by citizens with the federal government, from 15.3% in 2021 to 22.6% in 2024. However, the federal government is making great strides in improving service delivery and as such, the government’s ability to handle complaints has improved. Citizens rate their complaint handling experience 15 points higher in 2024 than 2021 (66 versus 51). While there is still room for improving complaint handling, a double-digit gain in complaint handling performance in just four years is to be commended.

AMERICAN CUSTOMER SATISFACTION INDEX: FEDERAL GOVERNMENT Complaints and Complaint Handling

ACSI (0-100 Scale)



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Methodology

The *ACSI Federal Government Study 2024* is based on 5,769 completed surveys. Respondents were chosen at random and contacted via email throughout the year. Respondents are asked to evaluate their recent experiences with federal government services.

The survey data are used as inputs to ACSI's cause-and-effect econometric model, which estimates citizen satisfaction as the result of the survey-measured inputs of expectations and perceptions of the quality of government services. The ACSI model, in turn, links citizen satisfaction with the survey-measured outcomes of complaints and citizen trust in government. ACSI government clients receive confidential agency and best-in-class data on all modeled variables.

About ACSI

The American Customer Satisfaction Index (ACSI®) is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States. The ACSI uses data from roughly 200,000 responses annually as inputs to an econometric model for analyzing customer satisfaction with approximately 400 companies in about 40 industries and 10 economic sectors, including various services of federal and local government agencies. ACSI results are released throughout the year, with all measures reported on a scale of 0 to 100.

ACSI data have proven to be strongly related to several essential indicators of micro and macroeconomic performance. For example, firms with higher levels of customer satisfaction tend to have higher earnings and stock returns relative to competitors. Stock portfolios based on companies that show strong performance in ACSI deliver excess returns in up markets as well as down markets. At the macro level, customer satisfaction has been shown to be predictive of both consumer spending and GDP growth.

Contact Information

If you are interested in scores for the HISPs not provided in this report, please contact sales@theacsi.org.

For more information regarding this study, visit www.theacsi.org or contact:

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