

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

Small Business Administration

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

- 1) Applying for a Small Business Administration disaster loan:** Historically, SBA provides over \$2 billion dollars in low-interest disaster assistance loans each year. In FY22, SBA served 89,000 customers (including homeowners, renters, small business owners, landlords, associations, nonprofit organizations) to fully repair or replace disaster losses not covered by insurance or other recoveries.
- 2) Applying for a federal small business contracting certification:** SBA is unifying four government contracting programs into a unified digital experience for certification customers. Contracting certifications provide businesses with an advantage in competing for federal contracts and supports equitable distribution of the \$650 billion in annual federal spending.

What we delivered in 2023:

- **Built and tested new Disaster Loan Application**

SBA piloted a new, online application integrating improvements, including the use of plain language at the eight-grade reading level, to improve usability. The previous online disaster loan application experience used two separate platforms with limited information about the status of applications and no ability to communicate easily with loan processing teams. Customers will be able to apply for a disaster loan online in less time, receive funds faster, and receive updates on their application status and loan communications in one location.

- **Launched VetCert certification platform**

SBA launched a streamlined certification platform and process for service-disabled Veteran-owned businesses. Customers can upload documents, track applications, have a shorter timeline to certification, and recertify using the VetCert platform.

- **Initiated development of a combined experience for all SBA certification programs**

SBA began developing a consolidated certification system, based on the VetCert platform, to improve customer experience for small businesses owned by Veterans, women, social/economically disadvantaged groups, and/or currently in a HubZone seeking to grow their business by becoming a Federal contractor.

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What we commit to deliver in 2024:

- **Launch Disaster Loan Application digital experience**

Disaster survivors will be able to access the new streamlined online disaster loan application through the MySBA Loan Portal launched in February 2023. Customers will be able to easily apply online for disaster loan assistance using mobile devices, ask questions of SBA staff, and communicate about loan needs in one location. Customers will also be able to use a single login to access the disaster loan application and account management and send and receive secure communications to SBA teams for support.

- **Launch initial unified certification platform**

SBA will launch a streamlined certification for businesses owned by veterans, women, social/economically disadvantaged groups, and/or are located in a HUBZone. These customers will be able to log in and access all certifications within a single platform, experience improved documents storage across all programs, ask fewer repeat questions, and enjoy a shorter application timeframe.