

Pursuant to Executive Order 14058 (December 13, 2021)  
on *Transforming Federal Customer Experience and  
Service Delivery to Rebuild Trust in Government*

## 2024 HISP CX Action Plan

# Bureau of Consular Affairs

As a High Impact Service Provider (HISP), CA focuses on improving customer experience and delivery for the following services:

- 1) Applying for a U.S. passport:** A United States passport is a key component for facilitating international travel, and enhances national security by issuing secure travel and identity documents to U.S. citizens.
- 2) Accessing international travel information services:** Travel.state.gov provides trusted international travel information and instructions on accessing consular services. Travelers can view travel advisories and country-specific information, learn how to complete travel document applications, and other tasks.

### ***What we will deliver in 2025:***

- **Improve readability of important travel information on travel.state.gov**  
Consular Affairs (CA) will review and rewrite all 200+ country information pages in plain language, aiming for an 8th grade level. Country information page content will be streamlined and standardized, where appropriate, so that information is easier to read, averages a 10-minute reading time, and still allows customers to retain important information. Country information pages will also be visually re-designed and user tested, with the aim of making it easier for customers to navigate the country page for relevant information.
- **Re-design maps on travel.state.gov country pages to enable customers to better understand travel advisory levels and risk across regions**  
Currently, maps on travel.state.gov country pages provide limited information on travel advisory alerts, making it challenging for users to quickly assess risk levels for different destinations. This lack of detailed, region-specific information can lead to confusion and difficulty in making informed travel decisions. CA will re-design the maps on each country page on travel.state.gov to contain more specific information on travel advisory alerts. This re-design will enable customers to quickly assess risk levels for different destinations, make more informed travel decisions, and prioritize travel aligned with their comfort and safety concerns.

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## *What we will deliver in 2025:*

- **Re-design the traveler's checklist on [travel.state.gov](https://travel.state.gov) to improve customer preparedness for international travel**

The traveler's checklist on [travel.state.gov](https://travel.state.gov) currently provides critical information on required documentation, travel insurance, emergency planning, and health precautions, but may be challenging for customers to follow and use. To improve readability and information retention, this checklist will be re-written and streamlined with the intent for travelers to feel more confident and prepared pre-travel, and that they have done their due diligence to be safe.

- **Pilot an AI chatbot on [travel.state.gov](https://travel.state.gov) to provide customers faster access to relevant international travel information**

Currently, customers can access international travel information on [travel.state.gov](https://travel.state.gov) from Google or using the search function on [travel.state.gov](https://travel.state.gov). However, users often face challenges such as difficulty in finding specific information quickly, navigating through a large volume of content, and receiving personalized responses to their unique travel inquiries. CA will pilot a chatbot to provide customers an additional pathway to access this information in a timely manner, and more personalized information on their specific trip inquiries.

- **Leverage live webchat and AI chatbots for providing passport information to customers**

Currently, customers seeking passport information primarily rely on phone communication, which can lead long wait times, limited accessibility, and inconsistent information. CA will pilot and test chatbot and live webchat options to increase available methods for U.S. citizens to find and understand key information about U.S. passports and application processes, with the goal of reducing wait times, offering immediate responses, and ensuring consistent and accurate information.

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## *What we will deliver in 2025:*

- **Improve awareness and access to international travel resources and services on [travel.state.gov](https://travel.state.gov) through increased marketing & promotion**

CA will invest in increased marketing and promotion of all [travel.state.gov](https://travel.state.gov) traveler resources, across all State Department marketing channels and platforms. By leveraging digital channels, content creation, online influencers, and targeted advertising, CA aims to reach more current and future travelers, and promote the usage of and increase access to [travel.state.gov](https://travel.state.gov) content and services. This effort will result in customers being better informed about travel advisories, safety information, and other essential travel resources, ultimately leading to more confident and well-prepared travelers.

- **Prototype passport application status updates and reminders for expiring passports**

CA wants to provide more transparency on the status of a customer's passport application, from the day they applied to the day they received their passport. Based on call center customer feedback and website traffic to the [travel.state.gov](https://travel.state.gov) Passport Status System page, CA will pilot approaches to improve outreach, including automated status notification enrollment options via email.

- **Enable electronic requests and responses to information requests on passport applications**

Currently, CA can only notify customers of requests for additional information regarding passport applications through mail. CA will prototype the use of email/push notifications to notify customers along with the ability for customers to reply to requests via email. For specific requests for information, customers will also be able to email any documents that are not required to be submitted in original form nor require certification.