



# Overview of Technology Modernization Fund: Customer Experience Allocation

The TMF Customer Experience Allocation is a targeted \$100 million designation within the remaining American Rescue Plan funding that focuses on public-facing digital services and technology systems to directly support the Biden-Harris Administration's technology vision and priorities to deliver a better customer experience to the public.

[Submit project ideas now to get early feedback >](#)

## Project types

1. Specific customer experience improvements
  - a) User-facing digital products and services ("Front Stage")
  - b) Business-facing digital products, services, and systems ("Back Stage")
2. Improving the customer support and field office experience
  - a) Call center and customer support modernization
  - b) Technologies and systems that support in-person CX during a visit to a field office

## Priority project areas

1. Design and delivery of cross-agency life experiences, as sponsored by the President's Management Council
2. Improvement of 1 or 2 HISP services, as designated for priority improvement through the annual OMB Circular A-11, Section 280 process
3. Design and delivery of self-service digital tools and services that directly decrease customer call center volume
4. Technology projects that reduce public and administrative burden, or advance agencies' equity action plans

## Project outcomes



Clear, measurable impact on customers and agencies



Reduction in burden for the public and agency workforces



Focused, incremental delivery that adds immediate value



Digital services that are on par with the best consumer experiences

## Submitting a project proposal

### Who can apply

- Any Federal agency that provides public-facing information, benefits, services, and programs
- [High-Impact Service Providers](#) are encouraged to apply and will receive priority review

### When submissions are due

- Initial Project Proposals (IPPs) sent by **August 1, 2022** to [ombtmf@omb.eop.gov](mailto:ombtmf@omb.eop.gov) and [tmf@gsa.gov](mailto:tmf@gsa.gov) will receive expedited consideration
- IPPs will be reviewed on a rolling basis through **September 30, 2022**

### Repayment level

- All proposals must indicate expected return on investment (ROI), including any direct cost savings over at least a 5-year period, to the best of an agency's ability
- If requesting repayment flexibility (i.e., less than 100% repayment), an agency must show either:
  - Less than 100% direct cost savings over a 5-year period, and/or
  - Justification for some or all of the direct cost savings to go toward reduced user fees, further CX enhancements, or additional deployment and/or growth of shared services

## Taking the next step

### 1. Submit your ideas now

You are encouraged to submit ideas for early feedback starting **June 16, 2022** using the [TMF CX Interest Survey](#)

### 2. Find full guidance

TMF website:  
[tmf.cio.gov/cx](https://tmf.cio.gov/cx)

### 3. Contact us for support

General TMF inquiries:  
[tmf@gsa.gov](mailto:tmf@gsa.gov)

OFCIO TMF inquiries:  
[ombtmf@omb.eop.gov](mailto:ombtmf@omb.eop.gov)