Assessing Underserved Communities Beneficiaries Communication Needs and Its Influence on Customer Experience and Satisfaction

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Focal and Program Areas: #4 Understanding Service Needs and Outreach, #5 Understanding Communication Needs

Abstract

Preliminary observations indicates that individuals in underserved communities would like to receive information from the Social Security Administration (SSA) about their benefits and other program services in plain language.

The focus of the proposed research is to examine individuals from underserved communities to determine if the information they receive from SSA regarding their benefits are in plain language, and if it's not in plain language what recommendations do these individuals have for SSA, that can be utilized to enhance customer experience and satisfaction.