Session #29

Next Gen StudentAid.gov Walkthrough and Coming Attractions!

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U.S. Department of Education
2019 FSA Training Conference for Financial Aid Professionals

December 2019
Current-State Customer Pain Points

**UNCONNECTED ENTRY POINTS**

Customers have to visit numerous information sources and use multiple log-ins to retrieve their financial aid information, causing frustration and introducing potential drop-off points.

**COMMIT NOW, WORRY LATER**

Customers agree to financial commitments and make decisions that impact their lives without fully understanding basic loan concepts and repayment responsibilities.

**LOW ENGAGEMENT**

Customers unfamiliar with repayment options are less likely to strategize about repayment, be proactive about their loans, or make the best decisions for their financial situations.

**SMALL HURDLES, BIG CONSEQUENCES**

Customers struggle to identify who to pay, when to pay, and how to pay, resulting in additional calls to contact centers and a higher likelihood of missing payments.

**SCATTERED SOURCES**

Customers have limited visibility into the tracking and processing of applications, making it challenging to know where to look for accurate and timely information.

**LACK OF SUPPORT**

Customers will go to a non-Federal Student Aid website in search of answers or give up on the process altogether when they are confused.
The **Next Gen Digital and Customer Care Program** will launch the foundation for significant improvements to the customer experience, including a consolidated digital platform, a standardized customer care platform, and a personalized marketing and communications platform.

**SINGLE FRONT DOOR**
For digital engagement

**CUSTOMER CARE PLATFORM & PILOT**
On a single set of customer contact tools

**PERSONALIZED COMMUNICATIONS**
From a consolidated marketing and communications platform
Next Gen’s Value to the Customer

PERSONALIZED
- Uses data about customers and the schools/programs they are attending to personalize their web experience and recommend next best actions

CONNECTED
- Provides a seamless experience with one location for a user to access all student loan related information and receive support
- Consolidates messaging across phone, chat, virtual assistant, email, text, and social media to give the user the info they need, when they need it

ANTICIPATORY
- Triggers personalized alerts and messaging offering tips and recommendations based on where an individual is in their student aid journey
Next Gen: FSA is Now

FAFSA.GOV
Launched mobile responsive site

MYSTUDENTAID
Released myStudentAid mobile app

STUDENTAID.GOV
Integrated FAFSA form into StudentAid.gov
The first step to an improved customer experience will be the consolidation of multiple websites into one front-end platform.
STUDENTAID.GOV

The new consolidated website providing one front end platform
The Create an Account (FSA ID) page allows users to make their student aid account that they can use for FAFSA and all student related items.
Personalized Dashboard

PERSONALIZED DASHBOARD

Centralized hub for customer account information
INFORMED BORROWER TOOLS

Presents financial literacy content and an overview of how much debt customers have accrued and how much more aid they are eligible to receive.
Personalized Aid Summary

PERSONALIZED AID SUMMARY

Provides detailed loan and grant information
Loan Simulator

LOAN SIMULATOR

Allows users to simulate repayment strategies based on their personal goals
Make a Payment

MAKE A PAYMENT

A pilot program allowing a subset of borrowers to make a standard monthly payment online.
NEW STUDENTAID.GOV

The new consolidated website that includes re-platformed sites: FSAID, StudentAid.gov, StudentLoans.gov, NSLDS providing one front end platform

ENHANCED FSA ID

Single sign on using FSA ID to access the consolidated website functionality. Enhanced validation during FSA ID and password creation to make it easier for users to maintain access

CUSTOMER DASHBOARD

Centralized hub for customer account information

Next Gen Digital Platform Features

INFORMED BORROWER TOOLS

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AID SUMMARY

Provides detailed loan and grant information

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MAKE A PAYMENT

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We want your feedback! Visit the Next Gen Exploration Center to get a hands-on experience with some of our new and in-development tools and enhancements.
Questions and Answers