

## **CFI Group 2022 Government Websites Report Reveals 10% Decline in Visitor Satisfaction**

*Fewer visitors than ever manage to accomplish tasks on U.S. government websites and shortcomings in mobile access place lower-income households at the greatest disadvantage.*

**ANN ARBOR, Mich., April 25, 2022** – The latest CFI Group report reveals a growing inability of government websites to meet the needs of the American people. According to the [2022 Government Websites](#) report, a surge in traffic driven by the Covid-19 pandemic coincided with a 10% plummet in satisfaction. The pandemic, however, merely exacerbated pre-existing issues.

Every report since the study began in 2016 emphasizes the importance of mobile users and recommends that agencies improve the navigability and functionality of their sites. The consequences of not having done so are evident in this year's report and the lowest-income Americans are the most impacted by underperforming government websites.

Visitors from lower-income households are twice as likely as their higher-income counterparts to rely on mobile phones to access government websites, and they are 60% more likely to have their tasks fail. This year, checking benefits displaces general browsing as the primary visit-reason. When unable to accomplish their tasks online, almost half of lower-income respondents have their issues go unresolved.

With the pandemic forcing local offices closed and call centers understaffed, websites have become the primary – if not only – source of government information for many. Even though pandemic-related restrictions have eased, customer demand for online service has not. 90% of respondents consider the website as their primary method for interaction with an agency.

Furthermore, online solutions remain the most cost-effective means of task resolution for the government. More than half of contact center calls concern issues that could not be resolved after an initial online attempt. In 2020, before closures and staffing shortages, approximately \$5.6 billion of government funds were spent on issues that were unresolved online and then diverted to contact centers or office visits.

For CFI Group's full results and recommendations, see the [2022 Government Websites](#) report.

### **About CFI Group ([www.cfigroup.com](http://www.cfigroup.com))**

Since 1988, CFI Group has delivered customer experience measurement and business insights from its Ann Arbor, Michigan headquarters and a network of global offices. As founding partner of the American Customer Satisfaction Index (ACSI), CFI Group is the only company within the United States licensed to apply customized ACSI methodology in the federal government. Using its patented technology and top research experts, CFI Group helps agencies improve the citizen experience with the federal government.

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