

# Session #29

Next Gen StudentAid.gov Walkthrough and Coming Attractions!

Tait Chamberlain, Mindy Chiat, and Kaegy Pabulos  
U.S. Department of Education  
2019 FSA Training Conference *for Financial Aid Professionals*

# 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.



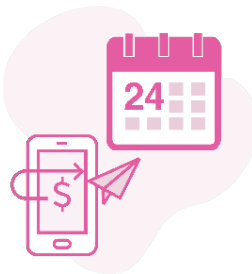
## COMMIT NOW, WORRY LATER

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



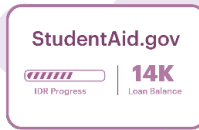
## LOW ENGAGEMENT

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.

# Next Gen: Digital and Customer Care

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

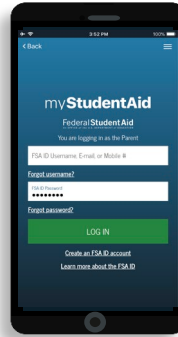
- Triggers personalized alerts and messaging offering tips and recommendations based on where an individual is in their student aid journey

# Next Gen: FSA is Now



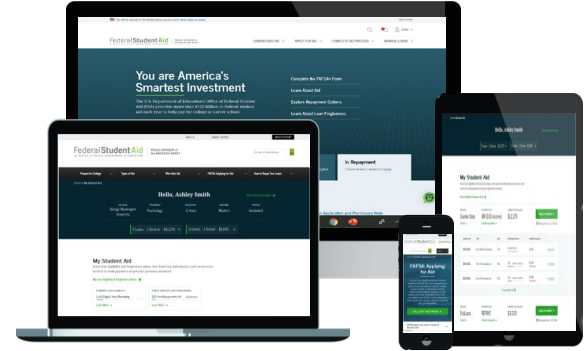
**FAFSA.GOV**

**Launched mobile responsive site**



**MYSTUDENTAID**

**Released myStudentAid mobile app**



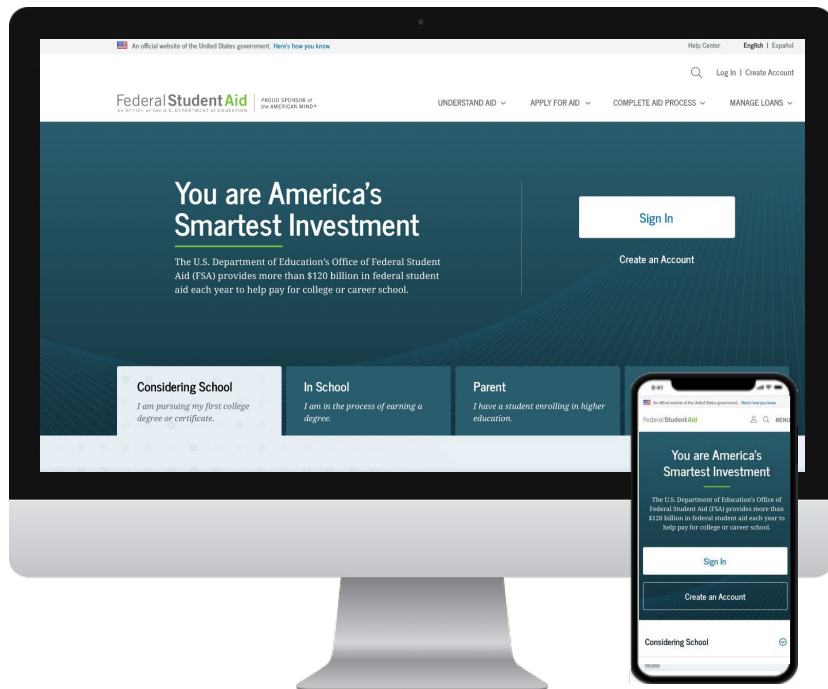
**STUDENTAID.GOV**

**Integrated FAFSA form into StudentAid.gov**

# Coming Soon: A Consolidated Website

*The first step to an improved customer experience will be the consolidation of multiple websites into one front-end platform.*

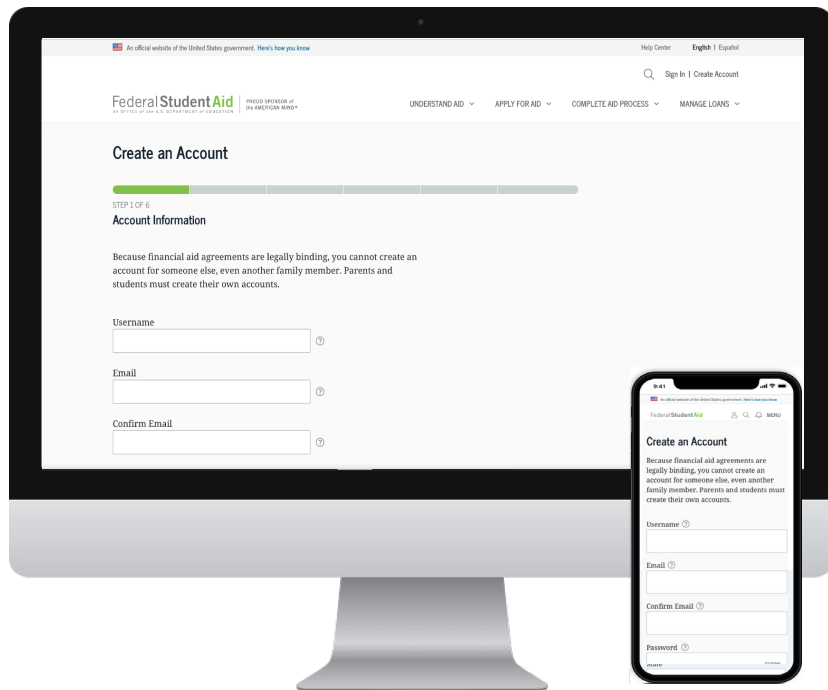
# StudentAid.gov



## STUDENTAID.GOV

The new consolidated  
website providing one front  
end platform

# Create an Account

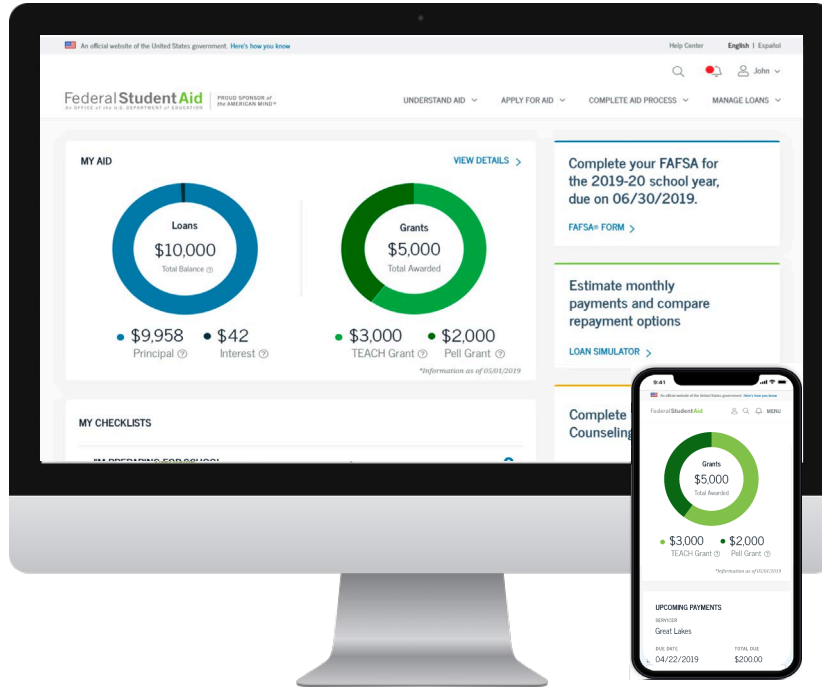


## CREATE AN ACCOUNT

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.



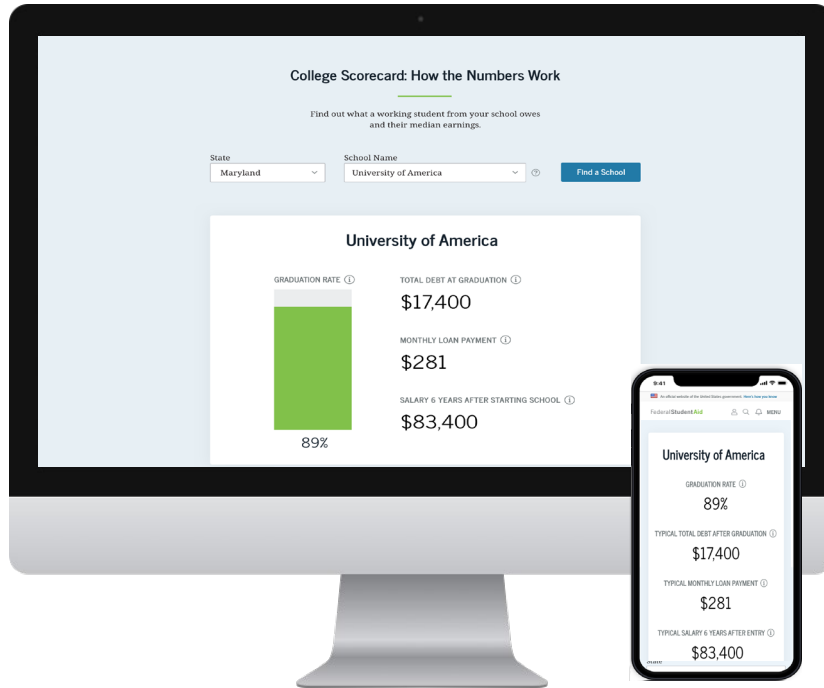
# Personalized Dashboard



## PERSONALIZED DASHBOARD

Centralized hub for customer account information

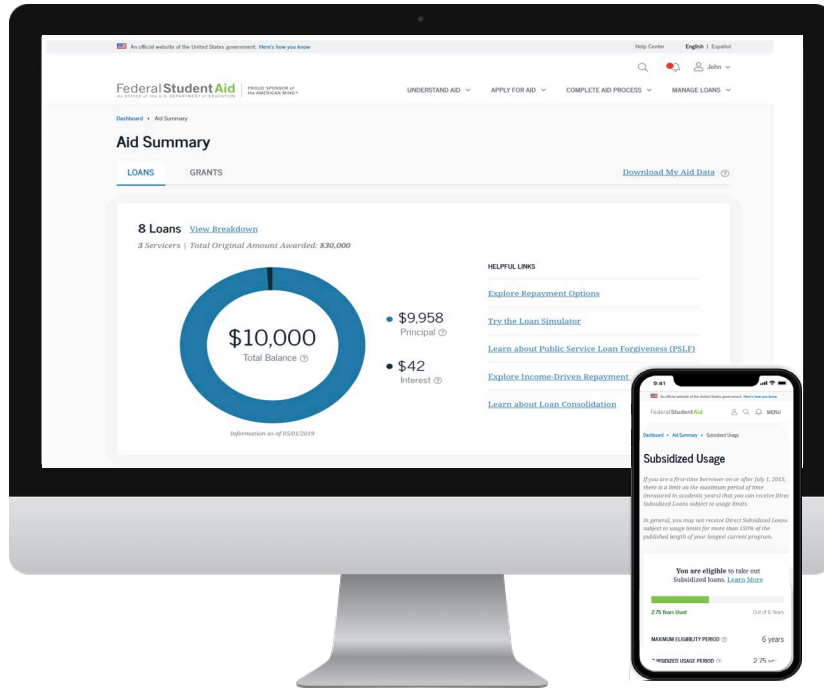
# Informed Borrower Tools



## 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**

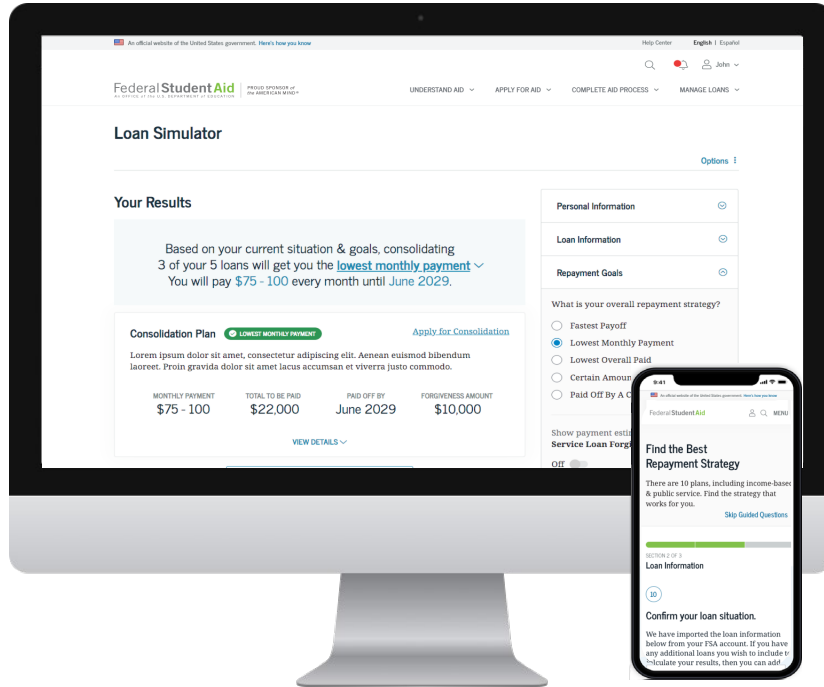
# Personalized Aid Summary



## PERSONALIZED AID SUMMARY

Provides detailed loan and grant information

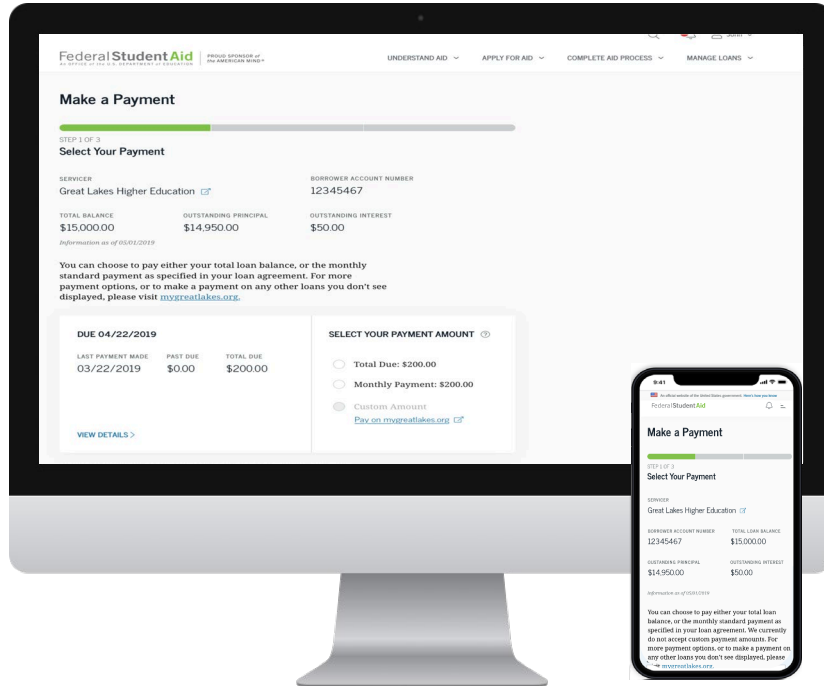
# Loan Simulator



## 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

# Next Gen Digital Platform Features

## 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

---

## 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

## AID SUMMARY

Provides detailed loan and grant information

## LOAN SIMULATOR

Allows users to simulate repayment strategies based on their personal goals

## MAKE A PAYMENT

A pilot program allowing a subset of borrowers to make a standard monthly payment online

# More to Come

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