

Justification for FSR 237, 1505-0186

The custom questions in this survey, which is powered by the methodology of the American Customer Satisfaction Index (ACSI), will be used to better understand the satisfaction of visitors using the particular government website. The survey questions will significantly aid government agencies to :

- Better identify who is visiting their websites.
- Determine what drives the satisfaction of different types of website visitors.
- Understand the relationship between visitors' satisfaction with their experience and future behaviors.
- Prioritize resource allocation using statistically valid information to drive Return on Investment.
- Measure customer satisfaction continuously.
- Benchmark performance against public and private sector websites with a similar mission.
- Identify areas of improvement for unique visitor groups.
- Quantify the impact of improving visitor satisfaction on future behaviors.
- Drill down to evaluate satisfaction of different user groups and various sections of the website