

Moment of Truth Survey

In Order to receive direct and timely customer feedback from our customers regarding your experience ordering the 2009 Ultra High Relief Double Eagle Gold Coin during first availability, I would greatly appreciate your response to this brief survey about the United States Mint's performance.

I will personally read your response as will our Head of Sales & Marketing, and our Chief Information Officer.

We're conducting a national survey about how specific agencies are performing within the U.S. Government. Response to this survey is voluntary and all responses will be kept completely anonymous. This interview has been approved by the Office of Management and Budget. The valid OMB control number is 1525-0012-xx.

According to the Paperwork Reduction Act of 1995, you are not required to respond to a survey like this one unless you are given a valid OMB control number.

1. My overall experience ordering the 2009 Ultra High Relief Double Eagle Gold Coin was:
 - A. Excellent
 - B. Above Average
 - C. Average
 - D. Below Average
 - E. Unsatisfactory

2. I placed my order via the United Mint Website (if you ordered by Phone please skip to question 4) and it took me ____ (time) to log onto the Mint's website:
 - A. Less 15 seconds
 - B. Over 15 seconds and less than one minute
 - C. Between one and two minutes
 - D. Over two minutes and less than five minutes
 - E. Over ten minutes

3. After I was logged into the United States Mint's website, it took ____ (time) to complete my order:
 - A. Less than one minute
 - B. Between one and two minutes
 - C. Between two and three minutes
 - D. Between three and four minutes
 - E. Over five minutes

(If you ordered via the United States Mint website, you have completed the survey.)

4. I placed my order by Phone and it took ____ (time) for my call **to be answered**:
 - A. Less than three rings
 - B. More than 10 but less than 30 seconds
 - C. More than 30 seconds but less than 45 seconds
 - D. Between 45 and 60 seconds
 - E. Over One minutes

5. Once my phone call was answered I was placed **on hold for** ____ (time):
- A. I was not placed on hold and spoke with a customer representative immediately after my call was answered
 - B. I was on hold for less than 15 seconds.
 - C. I was on hold for between 15 to 30 seconds.
 - D. I was on hold more than 30 seconds.
 - E. I hung up and called back.

6. Once my call was answered and I spoke with a customer representative, it took ____ (time) for my order to be completed:

- A. Less than one minute
- B. Between one and two minutes
- C. Between two and three minutes
- D. Between three and four minutes
- E. Over five minutes

7. (This question is optional). Finally, please provide any additional thoughts about your ordering experience for purchasing the UHR Coin. (Note: this open-ended question will be limited to 200 characters).

THANK YOU very much for your time in completing this **MOMENT OF TRUTH** survey for the United States Mint. The level of customer service we provide is very important to us --- we will use your response to improve!

Sincerely,

Andy Brunhart
Deputy Director
United States Mint