

## 2008 National Cancer Institute's LiveHelp Service Customer Satisfaction Questionnaire Final Draft

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### Introduction

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Thank you in advance for taking the time to provide us with your feedback. The National Cancer Institute (NCI) is currently conducting a survey about our live chat service LiveHelp administered by NCI's Cancer Information Service (CIS). We are seeking input from those who use LiveHelp to ensure our service is meeting your needs.

This survey is being administered by CFI Group (Claes Fornell International), an independent third-party research group. It is voluntary and will take approximately 10 minutes to complete. Any information you provide will be strictly confidential. Your name and email address will not be associated with any answers you provide.

This survey is authorized by the U.S. Office of Management and Budget Control No. 1505-0191.

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### Communication

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C1. What communication methods have you used to contact the NCI? (Select all that apply.)

1. LiveHelp service (web chat)
2. Telephone service (1-800-4-CANCER)
3. E-mail via NCI's web site ([www.cancer.gov](http://www.cancer.gov))
4. Other (Specify)

C2. What is your preferred method of contacting NCI? (Select one.)

1. LiveHelp service (web chat)
2. Telephone service (1-800-4-CANCER)
3. E-mail via NCI's web site ([www.cancer.gov](http://www.cancer.gov))
4. Other (Specify)
5. No preference

C3. What was the purpose of your most recent contact with NCI's LiveHelp service? (Select one)

1. To obtain information
2. To understand information you read on cancer.gov
3. To get technical assistance with NCI's web site ([www.cancer.gov](http://www.cancer.gov))
4. To find medical, support services or other organizations
5. To find information about clinical trials
6. Other (Specify)

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**Accessibility**

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A1. What type of Internet connection did you use to connect with LiveHelp?

1. Dial Up (through telephone modem)
2. High speed – Cable or DSL (using cable, satellite or DSL)
3. Wireless (using cell phone, smart phone, etc.)
4. Don't Know

A2. How many times have you used NCI's LiveHelp service?

1. First time
2. Multiple times

Please answer the following based on your most recent experience with LiveHelp. Using a scale from 1 to 10, where 1 is Poor and 10 is Excellent, how would you rate the following?

- A3. Ease of connecting to Live Help
- A4. Convenience of LiveHelp hours
- A5. Amount of time on hold before helped

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**LiveHelp Specialist**

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Please think about the Information Specialist who helped you during your most recent LiveHelp session. Using a scale from 1 to 10, where 1 is Poor and 10 is Excellent; please rate the Information Specialist on the following:

- S1. Courtesy
- S2. Sensitivity
- S3. Supportiveness
- S4. Professionalism
- S5. Ability to answer your questions

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**Information**

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Now think about the Information you received during your LiveHelp session.

Using a scale from 1 to 10, where 1 is Strongly Disagree and 10 is Strongly Agree; please rate the following statements about the information provided to you during your most recent LiveHelp session. If a question does not apply please select N/A.

- I1. The information was easy to understand.
- I2. The information was presented in an organized manner
- I3. The information was relevant to my inquiry
- I4. The information will be helpful in decision-making

I5. Which of the following best describes the amount of time it took the LiveHelp Specialist to provide you with the information you were seeking?

1. It took too long to get the information during the LiveHelp session.
2. I got the information in a timely manner.
3. I felt rushed during the LiveHelp session

I6. Did the information meet your needs?

1. Yes
2. No
3. Don't know. Haven't had a chance to read through information

IF I6=NO ASK I7 ELSE SKIP TO NEXT SECTION

I7. Please explain how the information did not meet your needs.

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### ACSI Benchmark Questions

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Now thinking about your most recent experience with LiveHelp, please answer the following.

ACSI1. Using a scale from 1 to 10, where 1 means Very Dissatisfied and 10 means Very Satisfied, how satisfied are you with assistance you received through the LiveHelp service?

ACSI2. To what extent has the LiveHelp service fallen short of or exceeded your expectations. Please use a scale from 1 to 10, where 1 means falls short of your expectations and 10 means exceeds your expectations.

ACSI3. Now imagine the ideal live chat service for cancer information. How well do you think NCI's LiveHelp service compares with that ideal. Please use a scale from 1 to 10, where 1 means not very close to the ideal and 10 means very close to the ideal.

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### Outcomes

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How confident are you in the information that you received from NCI's LiveHelp service. Please use a scale from 1 to 10 where 1 means Not very confident and 10 means Very confident.

The National Cancer Institute's LiveHelp is a Federal Government service that is supported by your federal tax dollars.

O1. On a scale from 1 to 10, where 1 means 'Not very important' and 10 means 'Very important', please rate how important it is to you to have a government cancer information service that can share the latest unbiased and scientifically-advanced findings?

O2. Where do you seek information or support about a cancer-related topic other than NCI (Select all that apply.)

1. Health care provider (e.g., doctor, nurse)
2. Family member or friend
3. American Cancer Society
4. Library
5. www.webmd.com
6. www.healthfinder.gov
7. Other (specify)

O3. If you have any additional ideas or comments on improving your experience using LiveHelp, please provide them below.

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### Demographics

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Please answer the following demographic questions. While these questions are optional, by answering them you will help us better understand how well we serve our customers.

D1. Do you live in the U.S.?

1. Yes
2. No.

D2. Which of the following best describes your age?

1. 17 and under
2. 18 to 24
3. 25 to 34
4. 35 to 44
5. 45 to 54
6. 55 to 64
7. 65 and over

D3. Please indicate your gender.

1. Male
2. Female

D4. Are you of Hispanic or Latino origin?

1. Yes
2. No

D5. Please indicate your race.

1. American Indian or Alaska Native
2. Asian
3. Black or African American
4. Native Hawaiian or Pacific Islander
5. White

D6. Please indicate the highest level of education you have completed.

1. Grade school
2. Some high school
3. High school graduate
4. Some college/vocational school
5. College graduate
6. Some Post-graduate
7. Post-Graduate/professional degree

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## Closing

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On behalf of the National Cancer Institute's LiveHelp service, thank you for your time and participation in this important study. Your time is greatly appreciated and your feedback will serve to help the NCI improve our services.