

The questions in these surveys, which are powered by the methodology of the American Customer Satisfaction Index (ACSI), will be used to better understand the satisfaction of individuals using the particular government programs or services. The survey questions will significantly aid government agencies to :

- Better identify who is using their program or service.
- Determine what drives customer satisfaction.
- Understand the relationship between visitors' satisfaction with their experience and future behaviors.
- Prioritize resource allocation based on their ability to drive Return on Investment.
- Measure customer satisfaction on a continual basis.
- Benchmark performance against the private sector and other Federal agency programs or services with a similar mission.
- Identify areas for improvement.
- Quantify the impact of improving citizen satisfaction on future behaviors to create desired outcomes.
- Drill down to evaluate satisfaction of different user groups and various sections of agency programs or services.