Model Instance Name:
FTC ComplaintAssistant
MID: **Existing Measure - Please fill in; New Measure - DOT will fill in**
Date: 6/26/2009

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Instructions for Completion *1=Poor, 10=Excellent, Don't Know)*	**Satisfaction** *(1=Poor, 10=Excellent)*	**Recommend** *(1=Not Very Likely, 10=Very Likely)*
1 Please rate the **simplicity of instructions** for completing the ComplaintAssistant process.	23 What is your **overall satisfaction** with the ComplaintAssistant process?	26 How likely are you to **recommend the FTC ComplaintAssistant** process to someone else?
2 Please rate how well the **instructions for completing** the ComplaintAssistant process provide answers to your questions.	24 How well does th ComplaintAssistant process **meet your expectations**?	
3 Please rate the **clarity of instructions** for completing the ComplaintAssistant process.	25 How does the ComplaintAssistant process **compare to your idea of an ideal complaints process**?	27
Look and Feel *(1=Poor, 10=Excellent, Don't Know)*		
7 Please rate the **visual appeal** of the ComplaintAssistant process.		
8 Please rate the **balance of graphics and text** throughout the ComplaintAssistant process.		
9 Please rate the **readability of the pages** in the ComplaintAssistant process.		
Navigation *(1=Poor, 10=Excellent, Don't Know)*		
10 Please rate **how well the ComplaintAssistant process is organized**.		
11 Please rate the **options available for navigating** the ComplaintAssistant process.		
13 Please rate the **number of clicks** it takes to complete the ComplaintAssistant process.		
Site Performance *(1=Poor, 10=Excellent, Don't Know)*		
14 Please rate how **quickly pages load** in the ComplaintAssistant process.		
15 Please rate the **consistency of speed from page to page** in the ComplaintAssistant process.		
16 Please rate the **ability to load pages without getting error messages** in the ComplaintAssistant process.		

FTC ComplaintAssistant CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
		Were you **aware of the FTC ComplaintAssistant** before visiting the site today?	Yes	B	Radio button, one-up vertical	Single
			No	C		
			Not sure	C		
	B	If you **were aware of the FTC ComplaintAssistant** process, how many times have you used it in the past to register a complaint?	0		Radio button, one-up vertical	Single
			1			
			2			
			3 or more			
	C	If you were **not aware of the FTC ComplaintAssistant** before today, how did you find us?	FTC Website		Checkbox, one-up vertical	Multi
			FTC Publication			
			Search engine			
			Another website			
			Referral from another agency, please specify			
			Friend/family member			
			Contacted the FTC			
			Other, please specify			
	A	Please let us know how you found us.			Text area, no char limit	
		Was the **FTC ComplaintAssistant easy to use?**	Yes		Radio button, one-up vertical	Single
			No	D		
			Not sure	D		
	D	If it was **not easy to use,** what did you find difficult**?**	I did not understand which category I should have selected (i.e. automobile, internet, etc.).		Checkbox, one-up vertical	Multi
			I did not understand what I was supposed to do.			
			I was unable to submit my complaint.			
			Other, please specify	A		
	A	Please let us know what other difficulties you had.				
		If you could make **one improvement** to the FTC ComplaintAssistant process, what would it be?			Text area, no char limit	

Required Y/N	Special Instructions
Y	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group
	Skip Logic Group
N	