Questionnaire Management Guidelines

Goals:

- **One consolidated document to track all model and CQ changes throughout the life of the project**
- **Questionnaire always matches the live survey**
- **Easy and error-free way to submit CQ changes**
- **All changes tracked and reflected in one document (DOT will help)**

Questionnaire Resources:

1. Questionnaire Design and Approval Process
2. Question Grouping Rules
3. OPS vs. Skip Logic Decision for "Other, Please Specify"
4. Foreign Language Survey Instructions

Client Name:	
Measure Name:	OPM Retirement Services

Version of Code:	*Please fill in*
Custom Qualifier Page	*Please Select*
Custom Invitation Text?	*Please Select*
Custom Tracker Text?	*Please Select*
Custom Welcome/ Thank You Text?	*Please Select*

Language(s)	If other language not listed, please specify.	Website URL	MID(s) *(DOT FILL THIS IN)*	Measure Name(s) *(DOT WIll FILL THIS IN)*
Please Select a Language				
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Model Instance Name:
OPM Retirement Services

MID: Existing Measure - Please fill in; New Measure - DOT will fill in

Date: 4/8/2013

Welcome and Thank You Text

Directions:

This welcome text is shown at the top of the questionnaire window and the thank you text at the bottom. This is a good place to mention the site/company/agency name so the visitor knows whom they are taking the survey for. Feel free to modify the standard Welcome and Thank you text shown in the boxes below.

Welcome Text

Thank you for visiting our site. You are invited to take part in a brief survey to let us know what we're doing well and where we can improve.

Please click on the link below and take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

DEFAULT Thank You Text

Thank you for taking our survey - and for helping us serve you better. We appreciate your input!

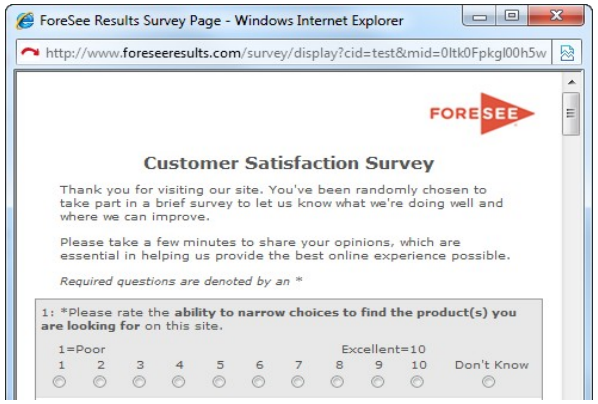
ALTERNATE WEB Thank You Text

Thank you for taking our survey - and for helping us serve you better.

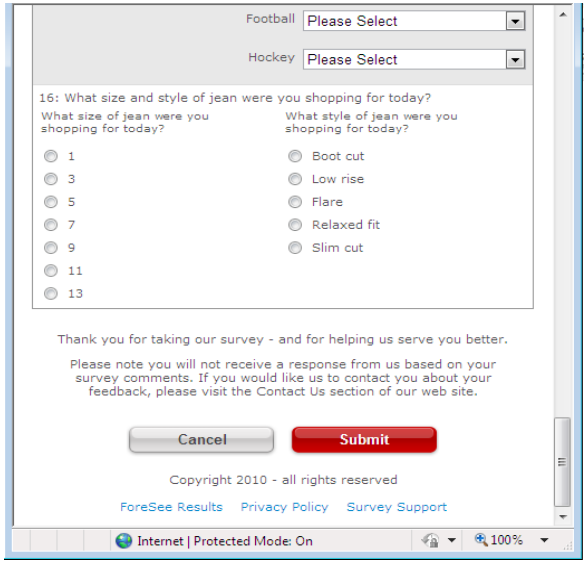
Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.

Examples

Welcome Text Example



Thank You Text Example



Model Instance Name:
OPM Retirement Services
MID:
Existing Measure - Please fill in; New Measure - DOT will fill in

Partiti Yes

NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

Date: 4/30/2013

OPM Retirement Services

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)

Functionality (1=Poor, 10=Excellent, Don't Know)

1 Please rate the **usefulness of the website tools provided** on this site.

2 Please rate the **convenient placement of the website tools** on this site.

3 Please rate the **variety of website tools** on this site.

Navigation (1=Poor, 10=Excellent, Don't Know)

4 Please rate **how well the site is organized**.

5 Please rate the **options available for navigating** this site.

6 Please rate **how well the site layout helps you find what you are looking for.**

Look and Feel (1=Poor, 10=Excellent, Don't Know)

7 Please rate the **visual appeal** of this site.

8 Please rate the **balance of graphics and text** on this site.

9 Please rate the **readability of the pages** on this site.

Tasks/ Transactions (1=Poor, 10=Excellent, Don't Know)

10 Please rate the **simplicity** of the **process for completing task(s)** on this site.

11 Please rate the **clarity of instructions for completing task(s)** on this site.

12 Please rate the **verification of task completion** on this site.

Site Performance (1=Poor, 10=Excellent, Don't Know)

13 Please rate how **quickly pages load** on this site.

14 Please rate the **consistency of speed from page to page** on this site.

15 Please rate the **ability to load pages without getting error messages** on this site.

CUSTOMER SATISFACTION

Satisfaction

16 What is your **overall satisfaction** with this site?
(1=Very Dissatisfied, 10=Very Satisfied)

17 How well does this site **meet your expectations**?
(1=Falls Short, 10=Exceeds)

18 How does this site **compare to your idea of an ideal website**?
(1=Not Very Close, 10=Very Close)

FUTURE BEHAVIORS

Return (1=Very Unlikely, 10=Very Likely)

19 How likely are you to **return to this site?**

Recommend (1=Very Unlikely, 10=Very Likely)

20 How likely are you to **recommend this site** to someone else?

21 Increase Usage (1=Very Unlikely, 10=Very Likely)

How likely are you to **increase your online interaction** with OPM Retirement Services in the next year?

Model Instance Name:
OPM Retirement Services
MID:
Existing Measure - Please fill in; New Measure - DOT will fill in

Partiti Yes

NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

Date: 4/30/2013

OPM Retirement Services

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)

~~**Content (1=Poor, 10=Excellent, Don't Know)**~~
1 ~~Please rate your perception of the **accuracy of information** on this site.~~
2 ~~Please rate the **quality of information** on this site.~~
3 ~~Please rate the **freshness of content** on this site.~~

Functionality (1=Poor, 10=Excellent, Don't Know)
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6 Please rate the **variety of website tools** on this site.

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Increase Usage (1=Very Unlikely, 10=Very Likely)
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#REF!
OPM Retirement Services
MID: Existing Measure - Please fill in; New Measure - DOT will fill in
Date: 4/30/2013

~~red & strike-through~~: DELETE
underlined & italicized: RE-ORDER
pink: ADDITION
blue + -->: REWORDING

OPM Retirement Services CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
		How often do you visit this site?	This is my first visit		Radio button, one-up vertical	single	Y		Visit Frequency
			Weekly						
			Monthly						
			Every few months or less often						
			Annually						
		Which **role best describes** your visit to the site today?	Retiree		Radio button, one-up vertical	single	Y	OPS Group*	Role
			Survivor Annuitant						
		What is your **primary reason** for visiting the site today?	View annuity statement		Radio button, one-up vertical	single	Y	Skip Logic Group*	Primary Reason
			View case status while in interim pay						
			Start/stop allotments (personal or organizational)						
			Change Federal/State Income Tax withholding options						
			View/Print/Request duplicate Form 1099-R						