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

FORESEE

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. Please read comments

Welcome Text

Thank you for visiting **National Government Services**. You have been randomly selected to take part in this survey that is being conducted by ForeSee on behalf of **National Government Services**. Please take a minute or two to give us your opinions. The feedback you provide will help **National Government Services** enhance its site and serve you better in the future. All results are strictly confidential.
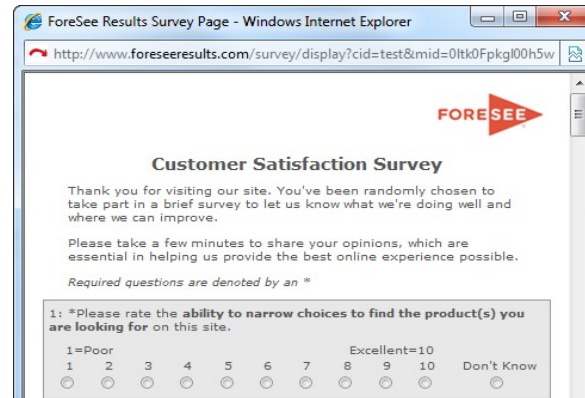
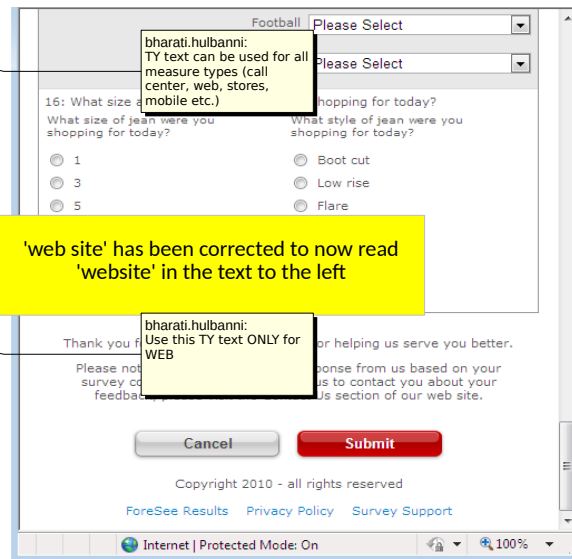### DEFAULT Thank You Text

ALTERNATE WEB Thank You Text

Thank you for your time in completing this survey. Your input is very valuable to us and we will take it into consideration.

Examples

Welcome Text Example

ForeSee Results Survey Page - Windows Internet Explorer

http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0Fpkgl00h5w

FORESEE

Customer Satisfaction Survey

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

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

*Required questions are denoted by an **

1: *Please rate the ability to narrow choices to find the product(s) you are looking for on this site.

1=Poor   Excellent=10

1   2   3   4   5   6   7   8   9   10   Don't Know

Thank You Text Example

Football   Please Select

bharati.hulbanni:
TY text can be used for all measure types (call center, web, stores, mobile etc.)

Please Select

16: What size a   shopping for today?
What size of jean were you   What style of jean were you
shopping for today?   shopping for today?

1   Boot cut
3   Low rise
5   Flare

'web site' has been corrected to now read 'website' in the text to the left

bharati.hulbanni:
Use this TY text ONLY for WEB

Thank you f   or helping us serve you better.

Please not   ponse from us based on your
survey co   us to contact you about your
feedba   Us section of our web site.

Cancel   **Submit**

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ForeSee Results   Privacy Policy   Survey Support

Internet | Protected Mode: On   100%

FORESEE

CMS - NGS J6 MAC
Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)

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

MQ Label	Question
1 Content - Accuracy	Please rate the **accuracy of information** on this site.
2 Content - Quality	Please rate the **quality of information** on this site.
3 Content - Freshness	Please rate the **freshness of content** on this site.

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

MQ Label	Question
4 Functionality - Usefulness	Please rate the **usefulness of the services** provided on this site.
5 Functionality - Convenient Services	Please rate the **convenience of the services** on this site.
6 Functionality - Accomplish Goal	Please rate the **ability to accomplish what you wanted** to on this site.

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

MQ Label	Question
7 Look and Feel - Readability	Please rate the **ease of reading** this site.
8 Look and Feel - Organization	Please rate the **clarity of site organization**.
9 Look and Feel - Layout	Please rate the **clean layout** of this site.

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

MQ Label	Question
10 Navigation - Steps	Please rate the degree to which the **number of steps it took to get where you want** is acceptable.
11 Navigation - Find	Please rate the **ability to find information** you want on this site.
12 Navigation - Layout	Please rate the **clarity of the site map/directory**.
13 Navigation - Ease	Please rate the **ease of navigation** on this site.

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

MQ Label	Question
14 Search - Usefulness	Please rate the **usefulness of search results** on this site.
15 Search - Comprehensive	Please rate how this site **provides comprehensive search results**.
16 Search - Organization	Please rate the **organization of search results** on this site.
17 Search - Narrow	Please rate how the **search feature helps you to narrow the results** to find the information you want.

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

MQ Label	Question
18 Site Performance - Loading	Please rate the **speed of loading the page** on this site.
19 Site Performance - Consistency	Please rate the **consistency of speed** on this site.
20 Site Performance - Reliability	Please rate the **reliability of site performance** on this site.

CUSTOMER SATISFACTION

Satisfaction

MQ Label	Question
21 Satisfaction - Overall	What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)*
22 Satisfaction - Expectations	How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*
23 Satisfaction - Ideal	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)*

MQ Label	Question
24 Return	How likely are you to **return to this site**?

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

MQ Label	Question
25 Recommend	How likely are you to **recommend this site to someone else**?

Primary Resource *(1=Very Unlikely, 10=Very Likely)*

MQ Label	Question
26 Primary Resource	How likely are you to **use this site as your primary resource** for getting information on Medicare?

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

CMS - NGS J6 MAC CUSTOM QUESTION LIST

bharati.hulbanni:
Hide (DO NOT DELETE) this column before sending to a client.

bharati.hulbanni:
there should be NO MORE THAN ONE LETTER IN HERE (Skip Logic Label)

bharati.hulbanni:
Hide (DO NOT DELETE) this column before sending to a client.

bharati.
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	FPI Y? NO	Skip Logic Label	Question Text	AnswerIDs *(DOT)*	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Which **best describes you?**		Provider of medical services		Radio button, one-up vertical	Single	Y
					Supplier of medical equipment or supplies				
					Staff of provider/supplier working primarily with billing/insurance				
					Administrative staff of a provider/supplier				
					Other staff of a provider/supplier				
					Consultant or attorney				
					Billing service				
					Other (please specify)	SKIP A			
		SKIP A	Other - which best describes you?				Text field, <100 char		N
			In the last 30 days, how many times have you visited this website?		This is my first time		Radio button, one-up vertical	Single	Y
					Once or twice				

.hulbanni:
t have more than one CQ
ype (denoted by an *)
one colored group in
I Instructions' .

Special Instructions	CQ Label
OPS Group*	Best Describes You
OPS Group*	Other Role
	Visit Frequency

Model Instance Name:
Fill-in Measure Name
MID:
Date: 11/1/2011

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

FORESEE®

Fill-in Measure Name 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

RECOMMEND QUESTION

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 likely are you to recommend <ABC Company> to someone else?	1=Very Unlikely		Radio button, scale, no don't know	Single	Y		Recommend Company
			2						
			3						
			4						
			5						
			6						
			7						
			8						
			9						
			10=Very Likely						

Please use the following guidelines:
- **DO NOT MODIFY THE WORDING of the QUESTION OR ANSWER CHOICES EXCEPT FOR COMPANY NAME**
- **WoMI question should only be done on the company/brand level, please se Bharati if there is a different need**
- **Do not use the term WoMI or Word of Mouth in the CQ LABELS**

DISCOURAGE Q

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 likely are you to discourage others from doing business with <ABC Company>?	1=Very Unlikely						
			2						
			3						
			4						
			5						
			6						
			7						
			8						
			9						
			10=Very Likely						