

Model Instance Name:
NPS Satisfaction Survey
MID: ssslsmItZMBgYR1Rk5M5FQ==
Date: 10/24/2011



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 text shown in the box below.

Welcome Text

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.

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

The screenshot shows a web browser window titled "ForeSee Results Survey Page - Windows Internet Explorer". The URL is "http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0Fpkg100h5w". The page content includes the ForeSee logo, the title "Customer Satisfaction Survey", and a welcome message: "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." Below this is another message: "Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible." A note states "Required questions are denoted by an *". The first question is "1: *Please rate the ability to narrow choices to find the product(s) you are looking for on this site." It features a rating scale from 1 to 10, with "1=Poor" and "Excellent=10". There are radio buttons for each number and a "Don't Know" option.

Thank You Text Example

The screenshot shows a survey page with two dropdown menus for "Football" and "Hockey", both set to "Please Select". Below them is question 16: "16: What size and style of jean were you shopping for today?". It is split into two columns: "What size of jean were you shopping for today?" with radio buttons for sizes 1, 3, 5, 7, 9, 11, and 13; and "What style of jean were you shopping for today?" with radio buttons for styles: Boot cut, Low rise, Flare, Relaxed fit, and Slim cut. At the bottom, there is a "Thank you for taking our survey - and for helping us serve you better." message, a disclaimer: "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 web site.", and two buttons: "Cancel" and "Submit". The footer includes "Copyright 2010 - all rights reserved" and links for "ForeSee Results", "Privacy Policy", and "Survey Support". The browser status bar shows "Internet | Protected Mode: On" and "100%" zoom.

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NPS Satisfaction Survey
Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content (1=Poor, 10=Excellent)	Satisfaction	Likelihood to Return
1 Please rate the accuracy of information on this site.	21 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	24 How likely are you to return to this site?
2 Please rate the quality of information on this site.	22 How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)	Primary Resource
3 Please rate the freshness of content on this site.	23 How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	25 How likely are you to use this site as your primary resource for obtaining information about national parks and National Park Service community assistance programs?
Functionality (1=Poor, 10=Excellent)		Recommend
4 Please rate the usefulness of the services provided on this site.		26 How likely are you to recommend this site to someone else?
5 Please rate the convenience of the services on this site.		
6 Please rate the ability to accomplish what you wanted to on this site.		
Look and Feel (1=Poor, 10=Excellent)		
7 Please rate the ease of reading this site.		
8 Please rate the clarity of site organization.		
9 Please rate the clean layout of this site.		
Navigation (1=Poor, 10=Excellent)		
10 Please rate the degree to which the number of steps it took to get where you want is acceptable.		
11 Please rate the ability to find the information you want on this site.		
12 Please rate the clarity of site map/directory.		
13 Please rate the ease of navigation on this site.		
Search (1=Poor, 10=Excellent)		
14 Please rate the usefulness of search results on this site.		
15 Please rate how this site provides comprehensive search results.		
16 Please rate the organization of search results for this site.		
17 Please rate how the search feature helps you to narrow the results to find the information you want.		
Site Performance (1=Poor, 10=Excellent)		
18 Please rate the speed of loading the page on this site.		
19 Please rate the consistency of speed on this site.		
20 Please rate the reliability of site performance on this site.		

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~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

NPS Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
C235		How frequently do you visit this site?	First time		Radio button, one-up vertical	Single



Required Y/N	Special Instructions
Y	