Date: 11/1/2011

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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 contacting the USPTO Customer Support Center. 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 customer experience possible.

Reference "Implementation Packet"

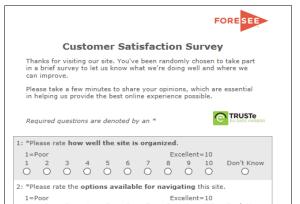
Inank You Text

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



			I for Service Operations fology to determine scores and impacts		
Q Name	ELEMENTS (drivers of satisfaction)	Q Name	CUSTOMER SATISFACTION	Q Name	FUTURE BEHAVIORS
	Accessibility (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Contact via [CHANNEL] Again for Service (1=Very Unlikely, 10=Very Likely)
Accessibility - Convenience	Please rate the customer support center on the following: The convenience of using the phone for your needs	Satisfaction - Overall	What is your overall satisfaction with your customer service experience? (1=Very Dissatisfied, 10=Very Satisfied)	Contact Via Channel Again	How likely are you to contact USPTO via the phone to resolve your service needs in the future?
Accessibility - Efficiency	The number of steps needed to connect with a representative	Satisfaction - Expectations	How well did your customer service experience meet your expectations? (1=Fell Short, 10=Exceeded)		
Accessibility - Performance	How well the support center connects you with a representative	Satisfaction - Ideal	How well did your customer service experience compare to your idea of an ideal customer experience? (1=Not Very Close, 10=Very Close)	Confidence	Confidence (1=Not at all Confident, 10= Very Confident
	Knowledge (1=Poor, 10=Excellent, Don't Know)				Please rate your confidence in USPTO as a result of to customer service experience.
Knowledge - Understanding	Please rate the <u>knowledge</u> of the representative in the following areas: Quick understanding of your request or concern			Recommend	Confidence (1=Very Unlikely, 10= Very Likely)
Knowledge - Directness	Ability to directly answer your questions				How likely are you to recommend USPTO customer se someone else?
Knowledge - Accuracy	Accuracy of information provided				
	Response Speed (1=Poor, 10=Excellent, Don't Know)				
Response Speed - Time	Please rate the speed to resolve your question or concern: Length of time needed on the phone				
Response Speed - Efficiency	Number of steps taken to complete the process				
Response Speed - Fixed First Time	Degree to which your request or question was resolved the first time				
	Professionalism (1=Poor, 10=Excellent, Don't Know)				
Professionalism - Understandable	Please rate the <u>professionalism</u> of the representative in the following areas: Use of understandable terms during your conversation				
Professionalism - Responsiveness	Responsiveness to your questions or concerns				
Professionalism - Courtesy	Courtesy shown to you				
, in the second second	Resolution (1=Poor, 10=Excellent, Don't Know)				
Resolution - Detail	Please rate the <u>answer</u> provided to your question or concern in the following areas: Level of detail provided				
Resolution - Usefulness	Usefulness to your needs				
Resolution - Clarity	Clarity of reasoning and logic				

		C	ontact Center Interaction Model for Service (Operations	S CUSTOM QUESTION LIST	Г			
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
		Did you visit uspto.gov to resolve your concern/question prior to your experience with the USPTO customer service representative?	Yes		Drop down, select one	Single	Y		Website Usage
			No						
		Which of the following best describes you?	Entrepreneur/ Business Professional		Radio button, one-up vertical	Single	Y	Skip Logic Group	Visitor Role
			Inventor						
			IP Professional: Attorney						
			IP Professional: Paralegal						
			IP Professional: Agent						
			USPTO Employee						
			Other, please specify	R					
	R	Please specify the role that best describes you.			Text area, no char limit		N	Skip Logic Group	Other_Role
					Text area, no char limit	Single	No		OE_Suggestions
		If you could suggest one improvement to the USPTO customer service experience, what would it be?							

Sales	Accessibility	Knowledge	Engagement	Professionalism	Order Process	Satisfaction	FB1	FB2	FB3
Accessibility	0	0	0	0	0	0	0	0	0
Knowledge	0	0	0	0	0	0	0	0	0
Engagement	0	0	0	0	0	0	0	0	0
Professionalism	0	1	1	0	0	0	0	0	0
Order Process	0	1	1	0	0	0	0	0	0
Satisfaction	1	0	0	1	1	0	0	0	0
FB1	0	0	0	0	0	1	0	0	0
FB2	0	0	0	0	0	1	0	0	0
FB3	0	0	0	0	0	1	0	0	0
Service	Accessibility	Knowledge	Response Speed	Professionalism	Resolution	Satisfaction	FB1	FB2	FB3
Accessibility	0	0	0	0	0	0	0	0	0
Knowledge	0	0	0	0	0	0	0	0	0
Response Speed	0	0	0	0	0	0	0	0	0
Professionalism	0	1	1	0	0	0	0	0	0
Resolution	0	1	1	0	0	0	0	0	0
Satisfaction	1	0	0	1	1	0	0	0	0
FB1	0	0	0	0	0	1	0	0	0
FB2	0	0	0	0	0	1	0	0	0
FB3	0	0	0	0	0	1	0	0	0
Sales & Service	Accessibility	Knowledge	Professionalism	Satisfaction	FB1	FB2	FB3		
Accessibility	0	0	0	0	0	0	0		
Knowledge	0	0	0	0	0	0	0		
Professionalism	0	0	0	0	0	0	0		
Satisfaction	1	1	1	0	0	0	0		
FB1	0	0	0	1	0	0	0		
FB2	0	0	0	1	0	0	0		
FB3	0	0	0	1	0	0	0		