

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"

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

FORESEE

Customer Satisfaction Survey

Thanks 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 *

TRUSTe
THE TRUSTED CONNECTION

1: *Please rate **how well the site is organized**.

1=Poor Excellent=10 Don't Know

1 2 3 4 5 6 7 8 9 10

2: *Please rate the **options available for navigating** this site.

1=Poor Excellent=10

Thank You Text Example

Football

Hockey

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

What size of jean were you shopping for today? What style of jean were you shopping for today?

1 Boot cut

3 Low rise

5 Flare

7 Relaxed fit

9 Slim cut

11

13

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 web site.

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Internet | Protected Mode: On

Contact Center Interaction Model for Service Operations

Model questions utilize the ForeSee CXA methodology 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 this 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 service to someone else?	
Knowledge - Accuracy		Accuracy of information provided									
Response Speed - Time		Response Speed (1=Poor, 10=Excellent, Don't Know) 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									
		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									

Contact Center Interaction Model for Service Operations 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
		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
		If you could suggest one improvement to the USPTO customer service experience, what would it be?			Text area, no char limit	Single	No		OE_Suggestions

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