

*Thank you for completing this survey and letting **YOUR** voice be heard!*

Please seal the survey with tape so that the address to the American Customer Satisfaction Index (c/o Market Strategies, a major Corporate Sponsor) shows on the outside. Drop the completed survey into a US Post Office Box within two weeks. The survey is already stamped.

**The American Customer Satisfaction  
Index**  
c/o Market Strategies International  
610 SW Alder  
Suite 400  
Portland, OR 97205



The **American Customer Satisfaction Index™** is conducting research to find out how satisfied Americans are with their federal government. The purpose of this research is to help the federal government improve **customer satisfaction** by improving the way it provides services.

This survey measures **your satisfaction** with the services you received at the time of your recent loss from one of the Department of Veteran Affairs' national cemeteries, which are operated by the National Cemetery Administration.

Your opinions are voluntary and confidential, but **very important** for this research and may help others whom this agency serves in the future.\*

**National Cemetery Administration**

**Department of Veterans Affairs**

\*This survey is authorized by Office of Management and Budget Control No. 1090-0007

**1** Before you had experience with the national cemetery and the National Cemetery Administration, think back and remember your **expectations of the overall quality** of the services to be provided. Use the 10-point scale below to rate what your **expectations were of the overall quality** of the national cemetery and the services provided? (Circle number)

1 2 3 4 5 6 7 8 9 10  
Not Very High Very High

Think about the information you were able to get about the national cemetery...

**2** How difficult or easy was it to get information about the services provided by the national cemetery? (Circle number)

1 2 3 4 5 6 7 8 9 10  
Very Difficult Very Easy

**3** Was the information about the national cemetery and its services clear and understandable? (Circle number)

1 2 3 4 5 6 7 8 9 10  
Not at all Clear Very Clear

**4** Was the information you received helpful in terms of being accurate and current? (Circle number)

1 2 3 4 5 6 7 8 9 10  
Not at all Helpful Very Helpful

Think about the cemetery staff with whom you had contact...

**5** How courteous were the national cemetery staff? (Circle number)

1 2 3 4 5 6 7 8 9 10 11  
Not at all Courteous Very Courteous Not Applicable

**6** How professional were the national cemetery staff in terms of being knowledgeable, helpful, and responsive? (Circle number)

1 2 3 4 5 6 7 8 9 10 11  
Not at all Professional Very Professional Not Applicable

Now think about when you went to the national cemetery for your service...

**7** To what extent did the service and interment pay respect to your loved one in a dignified and respectful manner? (Circle number)

1 2 3 4 5 6 7 8 9 10  
Not at all Respectful Very Respectful

**8** To what extent did the national cemetery you used appear to be maintained as a national shrine? (Circle number)

1 2 3 4 5 6 7 8 9 10  
Not Maintained As National Shrine Very Well Maintained as National Shrine

Satisfaction includes many things. Please consider your overall satisfaction with the national cemetery...

**9** Consider all your experiences to date with the national cemetery. **How satisfied are you** with the national cemetery? (Circle number)

1 2 3 4 5 6 7 8 9 10  
Very Dissatisfied Very Satisfied

**10** Considering all of your **expectations**, to what extent has the national cemetery **fallen short of or exceeded your expectations**? (Circle number)

1 2 3 4 5 6 7 8 9 10  
Falls Short of Expectations Exceeds Expectations

**11** Think about an **ideal** veterans' cemetery that treats veterans with respect and is maintained as a national shrine. How well does the cemetery you used **compare with that ideal**? (Circle number)

1 2 3 4 5 6 7 8 9 10  
Not Very Close to Ideal Very Close to Ideal

**12** Think about any communication you may have had with the National Cemetery Administration regarding complaints about your experience. Have you ever complained about the national cemetery? (Circle one answer)

Yes (ANSWER Q12A & 12B)

No (SKIP to Question 13)

**12A** How well or poorly was your complaint handled? (Circle number)

1 2 3 4 5 6 7 8 9 10  
Handled Very Poorly Handled Very Well

**12B** How difficult or easy was it to make your complaint? (Circle number)

1 2 3 4 5 6 7 8 9 10  
Very Difficult Very Easy

**13** How willing would you be to say positive things about the job the National Cemetery Administration is doing in providing final resting places for America's veterans? (Circle number)

1 2 3 4 5 6 7 8 9 10  
Not at all Willing Very Willing

**14** How willing are you to rely on VA and the National Cemetery Administration to meet the burial needs of veterans and to maintain national cemeteries as national shrines in the future? (Circle number)

1 2 3 4 5 6 7 8 9 10  
Not at all Willing Very Willing