

Implementation Instructions for Digital Government Strategy

Milestone #8.2: Implementing Performance and Customer Satisfaction Measuring Tools

Milestone #8.2 of the [Digital Government Strategy](#) requires agencies to implement performance and customer satisfaction measuring tools on .gov websites to:

- Ensure all agencies use enterprise-wide performance and customer satisfaction measures to make data driven decisions on performance management of their websites¹; and
- Enable the Federal government – for the first time – to take a government-wide view of how well we serve our customers.

To support this, the General Services Administration (GSA) has established a [Digital Analytics Program](#) within the Digital Services Innovation Center. All agencies should be fully compliant with #8.2, as coordinated by the Digital Analytics Program, within 3 months of the publication of these instructions (January 22nd 2013).

Agency Leads² should work with web managers, Chief Information Officers (CIOs), Customer Service Initiative Agency Senior Officials, and other individuals from across their agency to take the following actions:

- A. Implement the Tool Provided by the Digital Analytics Program OR Collect Required Data and Provide to the Digital Analytics Program
- B. Report Progress Publicly via /digitalstrategy Page

Part A. Implement the Tool Provided by the Digital Analytics Program OR Collect Required Data and Provide to the Digital Analytics Program

Step 1: By November 19th, 2012, CFO-act agencies should register for the Digital Analytics Program. Bureaus and components may also sign up, but should work with their CFO-act counterparts to ensure coordination. Non-CFO-act and smaller agencies should also sign up, but are not required to do so. Registration should be done through this web page: <http://www.howto.gov/web-content/digital-metrics/digital-analytics-program-sign-up>. Upon registration, the Digital Analytics Program will coordinate implementation with agencies. Agencies may also contact the program directly at DAP@gsa.gov with questions.

Step 2: By January 22nd, 2013, agencies should implement GSA's Digital Analytics Program OR collect and provide required performance and customer satisfaction measurement data.

¹ Agencies should ensure their use of web performance and customer satisfaction data is consistent with implementation of [Executive Order 13571, Streamlining Service Delivery and Improving Customer Service](#) (4/27/2011) and the [GPRM Modernization Act of 2010](#), including publicly reporting key metrics through agency strategic plans and annual performance plans, and Performance.gov (in the future), in coordination with the Agency Performance Improvement Officer.

² Consistent with the [Internal Message from the OMB Controller to Deputy Secretaries on Implementing the Digital Government Strategy](#) sent July 23rd, 2012, agencies have designated leads for strategy implementation. See the [Agency Leads and Progress Reporting MAX page](#).

Web Performance Metrics

Required web performance metrics and related descriptions are listed on the [Digital Metrics Toolkit](#). Agencies should ensure that a performance measurement tool is installed on all public-facing .gov websites (pursuant to privacy and security laws and regulations) to enable collection of these required metrics at the page level.

The Digital Analytics Program has procured a tool to meet these requirements. Agencies may use alternate/already-implemented tools to collect and report upon the required performance metrics but should: a) have the alternative method approved by OMB's Office of E-Government and Information Technology and b) work with the Digital Analytics Program to ensure the required performance metrics are reported at least every 24 hours, in a machine-readable format, to ensure the objective of government-wide data will be met.

In addition, to supplement web analytics with .gov search term analytics, agencies are encouraged to leverage [USASearch](#), GSA's hosted no-cost search service that provides these kinds of analytics. Agencies may contact the program directly at usasearch@gsa.gov with questions.

Customer Satisfaction Metrics

Required customer satisfaction metrics and descriptions are listed on the [Digital Metrics Toolkit](#). Agencies should ensure that a customer satisfaction measurement tool is installed on all public-facing .gov websites (pursuant to privacy and security laws and regulations) to enable collection of required metrics at the site level. The [Digital Metrics Toolkit](#) identifies common tools agencies can use to meet these requirements; however, agencies may use alternate and/or already-implemented tools to collect the required customer satisfaction metrics.

Part B. Report Progress Publicly Using the /digitalstrategy Page

The Digital Analytics Program will report to OMB on agency implementation of milestone #8.2. Additionally, consistent with the [Presidential Memorandum](#) and follow-on instructions in the [Internal Message from the OMB Controller to Deputy Secretaries on Implementing the Digital Government Strategy](#) sent July 23, 2012, agencies should report progress publicly via their /digitalstrategy pages. To meet the requirements of Milestone #8.2, agencies should post the following required reporting fields on their /digitalstrategy page by January 22nd, 2013:

Web Performance

- Has the agency implemented the tool provided by the Digital Analytics Program? (Yes or No)

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| Has the agency implemented the Tool Provided by the Digital Analytics Program? |
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- If not, describe the tool(s) implemented to collect and provide required web performance data. (If “Yes” was answered to the previous question, and the agency has implemented the Digital Analytics Program, write Digital Analytics Program Tool).

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| Describe the Tool(s) Implemented |
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- What percent (%) of the agencies’ public-facing .gov websites have implemented the tool being used?

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| Percent of Websites that Have Implemented Tool |
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- If the tool has not been 100% implemented, describe approach and timeline for full implementation and expected completion date.

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| Approach and Timeline for Full Implementation |
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- Provide links to any places where this performance measurement data is being shared publicly.

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| Links to Public Data |
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Customer Satisfaction

- Describe the tool(s) utilized, progress toward implementing on all public-facing .gov websites (pursuant to privacy and security laws and regulations), and approach to finishing implementation on all .gov websites (if not yet complete).

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| Paragraph on Customer Satisfaction Tool Implementation |
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- Provide links to any places where this customer satisfaction data is being shared publicly.

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| Links to Public Data |
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