United States Mint

Quarterly Product Fulfillment Research

FY17 Questionnaire
OMB Control #1525-0012-XXXX

Note to reader: Bold lines in between questions signify page/screen breaks.

Welcome to the United States Mint's product satisfaction survey.

This survey is designed to help the United States Mint understand how it can improve the products and services it provides. According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB number. The valid OMB control number for this information collection is 1525-0012-<mark>XXXX</mark>. ***Your participation in this survey is ENTIRELY VOLUNTARY and should require approximately 10 minutes of your time.***

It is **NA**XION's policy to keep interviews anonymous. Consistent with this policy, **NA**XION will only entrust survey data with other entities when: 1) the participant gives explicit permission to release this data, or 2) the data is shared with an entity who agrees in writing that the data will be held strictly adequately protected and that the data will be used for research purposes only, or 3) the release of this data is required by law.

You will not be contacted for sales purposes as a result of participating in this survey.

For further information on **NA**XION's privacy policy, you can view our website at http://www.naxionthinking.com/privacy-policy/privacy-policy-domestic-and-global-information.

If you have any questions or problems while completing the survey, please call Kyle Konopka weekdays from 9:00 AM to 5:00 PM EDT at 1-800-342-9102, or send an e-mail to kkonopka@naxionthinking.com

Please click the Forward button to begin the survey.

To begin, we will first take a few minutes to familiarize you with our survey.

The survey will NOT ALLOW YOU TO SKIP A QUESTION. If you do not know an exact answer, then please give your best estimate.

You may click on the STOP button to pause the program to take a break. When you re-enter the survey you must use the same User ID and Password; the survey will return to the screen where you clicked Stop.

Please click the FORWARD button to begin.

(Based on sample file, assign order as high value $101 or more or low value, $100 or less.)

SCREENING CRITERIA

S1   Have you received a product shipment from the United States Mint in the past 30 days?

Yes	o
No	o

Send to terminate screen if "No."

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SATISFACTION

For this survey, please think about the **most recent order that you received** from the United States Mint. (Do not think about an order that you have placed but have not yet received.)

Q1　　First, please indicate which items were included in this most recent order. *(Select all that apply.)*

[DO NOT SHOW THIS COLUMN]	Product Types	Items included in this most recent order *– Select all that Apply -*
	Annual Coin Sets	
	Annual **Clad** Proof Sets (Full set, Quarters, Presidential $1 Coin)	
2	- Full set	☐
3	- Quarters set	☐
4	- Presidential $1 Coin set	☐
	Annual **Silver** Proof Sets (Full set, Quarters)	
5	- Full set	☐
6	- Quarters set	☐
7	Uncirculated Sets (the full set of P and D coins)	☐
	American Eagle Coins	
8	American Eagle **Silver** Coins	☐
9	American Eagle **Gold** Coins	☐
	American Buffalo Coins	
10	American Buffalo 24K Gold Coins	☐
	First Spouse Coins	
11	First Spouse 24K Gold Coins	☐
	Commemorative Coins	
12	Gold, Silver or Clad Commemorative Coins	☐
13	Special Commemorative Coin Sets	☐
	Other Coins and Merchandise	
14	Other United States Mint Products	☐

Q2a [IF MORE THAN 1 ITEM CHECKED IN Q1, INSERT "First think about your order *overall*. (We'll ask about the individual items in your order a little later.)"] Please rate your satisfaction with the following aspects of this order, using a scale of 1 to 6, where "1" means "extremely dissatisfied" and "6" means "extremely satisfied."

	Extremely Dissatisfied					Extreme Satisfie
	1	2	3	4	5	6
Overall satisfaction with your order	O	O	O	O	O	O
Quality of the coins/items	O	O	O	O	O	O
Quality of the product packaging	O	O	O	O	O	O
Condition of the external (shipping) package	O	O	O	O	O	O
Timeliness/speed of receiving the order	O	O	O	O	O	O
Security of the delivery method	O	O	O	O	O	O
Packing material	O	O	O	O	O	O
Packing slip	O	O	O	O	O	O

Q2b We'd like to understand more about the relative value you place on each of these aspects of your order.

Please distribute 100 "importance points" across the options below to indicate how important each would be to you. You can give each option as many, or as few importance points as you like – as long as the total sums to 100. If you do not think an item is important at all, give that item "0" points.

	# of importance points
Quality of the coins/items	_____
Quality of the product packaging	_____
Condition of the external (shipping) package	_____
Timeliness/speed of receiving the order	_____
Security of the delivery method	_____
Packing material	_____
Packing slip	_____
	MUST SUM TO 100

Q2c   Earlier you rated your satisfaction with the Quality of the Coins/Items a [**insert rating from Q2a2**]. Why are you not fully satisfied with the Quality of the Coins/Items?

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│                                              │
│                                              │
└──────────────────────────────────────────────┘
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PROGRAMMING: Only ask if Q2a2 (satisfaction rating on Quality of Coins/Items) = <6; Do not force entry.

Q2d   Earlier you rated your satisfaction with the Quality of the Product Packaging a [**insert rating from Q2a3**]. Why are you not fully satisfied with the Quality of the Product Packaging?

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┌──────────────────────────────────────────────┐
│                                              │
│                                              │
│                                              │
└──────────────────────────────────────────────┘
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PROGRAMMING: Only ask if Q2a3 (satisfaction rating on Quality of Product Packaging) = <6; Do not force entry.

Q3.   Earlier you rated your satisfaction with [item being asked about from Q2a] a [insert rating from Q2a]. Why are you dissatisfied with the [INSERT ANSWER FROM Q2a]?

[If a respondent was already asked Q.2c and Q.2d do not ask Q3. If a respondent was only asked either Q2.c OR Q2.d (but not both) randomly select one row from Q2.a to ask about in Q.3 that's not rows 1-3. If a customer was asked neither Q2c or Q2d, and has 2 rows, excluding rows 1-3, that are a "1" or "2" then ask Q.3 for both rows. If customer has 3 or more rows, excluding rows 1-3, that are a "1" or "2" then randomly select 2 rows to ask for Q.3.

Skip Q3 if they answered 3 or higher for all other rows, that are not rows 1-3, in Q.2a.]

Q3b   (*Skip if they answered 6 for Quality of the coins/items in Q.2a.*)

Would you say that the reason you were not fully satisfied with the quality of the coins/items was due to...

Production by the United States Mint	O
Issues that occurred while the coins/items were in transit (i.e., shipping problems)	O
Both were likely factors	O
Not sure	O

Q3c   (*Skip if they answered 6 for Quality of the product packaging in Q.2a.*)

Would you say that the reason you were not fully satisfied with the quality of the product packaging was due to…

Production by the United States Mint	o
Issues that occurred while the product packaging was in transit (i.e., shipping problems)	o
Both were likely factors	o
Not sure	o

If only 1 row checked in Q.1, skip Q4 and Q4b

Q4 Now please rate your *satisfaction with each of the individual types of items* you received in your order.

	Extremely Dissatisfied					Extremely Satisfied
	1	2	3	4	5	6
INSERT ITEM #1 FROM Q1						
Quality of the coins/items	o	o	o	o	o	o
Quality of the product packaging (not the external shipping packaging)	o	o	o	o	o	o
INSERT ITEM #2 FROM Q1						
Quality of the coins/items	o	o	o	o	o	o
Quality of the product packaging (not the external shipping packaging)	o	o	o	o	o	o
ETC. [SHOW FOR EACH ITEM SELECTED IN Q1]						
Quality of the coins/items	o	o	o	o	o	o
Quality of the product packaging (not the external shipping packaging)	o	o	o	o	o	o

Q4b Earlier you rated your satisfaction with the Quality of the [insert product name] a [insert rating from Q4] on [Product Quality] and a [insert rating from Q4] on [Product Packaging Quality]. Why are you not fully satisfied with the Quality of the [insert product name]?

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PROGRAMMING: Ask Q.4b for each specific product that is rated <6 on either Quality of the Coins/Items OR Quality of the Product Packaging in Q4. If more than 3 products are rated <6 on either Quality of the Coins/Items or Quality of the Product Packaging, cap the number of products asked about in Q.4b at 3, showing the products that so far have been asked about least.

Cap the number of Open Ends that a respondent sees for Q.4b at 3. Show all 3 open ends for Q.4b on the same screen.

Do not force entry.

Q17   Which of the following shipping options did you select for your most recent order?

Budget (1 to 2 business weeks for $4.95)	o
Standard (2 to 6 business days for $12.95)	o
Expedited (2 to 3 business days for $17.95)	o
Next day (the next business day for $20.95)	o

Q6   How did you place this **most recent order?**

By phone	o
Internet	o
Mail-in order form	o
Part of my subscription order	o
Other	o

Q50.   Did you receive an email confirming your order?

Yes	o
No	o

Q51.   (Ask only if Q50 = Yes) How satisfied were you with the...

	Extremely Dissatisfied					Extreme Satisfie
	1	2	3	4	5	6
Clarity of the confirmation email	o	o	o	o	o	o
Timeliness of the confirmation email	o	o	o	o	o	o

Q52.   Was this the first order you ever placed with the United States Mint?

Yes	o
No	o

Q7   Was this **most recent order** delivered **within the time frame you expected when you placed the order**?

Yes	o
No	o

[If Q.7= Yes, skip to Q.11]

Q8   Were you informed that there would be a delay in receiving the order **after you placed your order**?

Yes	o
No	o

[If Q.8 = No, skip to Q.11]

Q9   Were you given a **new estimated timeframe for expecting the order** when you were notified of the delay?

Yes	o
No	o

[If Q.9 = No, skip to Q.11]

Q10   Was the order delivered **within the new expected time frame that you were told**?

Yes	o
No	o

Q11   Prior to receiving this order, did you receive a **notification from the United States Mint informing you that this order had shipped**?

	Yes	No
By E-mail	O	O
By Phone	O	O

Q13   Please explain in detail any other issues you experienced with the fulfillment of your order.

_____

Q14   Now, please rate your satisfaction with these United States Mint product and service areas.

	Extremely Dissatisfied					Extreme Satisfie
	1	2	3	4	5	6
Breadth of product types offered	O	O	O	O	O	O
Product availability / access	O	O	O	O	O	O
Communications overall	O	O	O	O	O	O
Overall customer service	O	O	O	O	O	O

Q35. How likely are you to recommend United States Mint collectible products to someone else?

	Not At All Likely								Extremely Likely	
	1	2	3	4	5	6	7	8	9	10
Likelihood to recommend to someone else	O	O	O	O	O	O	O	O	O	O

Q35b. Please tell us your reasons for giving this rating.

Do not force entry

[[INSERT HERE]] – Rotational Section TBD quarterly

FUTURE PURCHASING BEHAVIOR

Next, we'd like to understand what types of purchases, if any, you expect to make from the United States Mint in the future.

Q18   How likely are you to purchase products directly from the United States Mint in the <u>next 12 months</u>?

	Not At All Likely					Extreme Likely
	1	2	3	4	5	6
Likelihood to purchase products directly from the United States Mint in the <u>next 12 months</u>	o	o	o	o	o	o

Q19   Are you more likely to purchase products directly from the United States Mint in the next 12 months…?

For yourself	o
As a gift	o
Both for yourself and as a gift	o

PROGRAMMING: Only ask if Q18 is greater than or equal to 2 (or, do not ask if Q18 = 1)

Q20   You rated your likelihood to purchase products directly from the United States Mint in the next 12 months a [**insert rating from Q18**]. Why did you provide this rating?

PROGRAMMING: Only ask if Q18 is less than or equal to 3; Do not force entry.

Q16   Based on what you know today, over the next 12 months would you say you are most likely to…?

Please select one.

Future Purchasing with the United States Mint *(Next 12 Months)*	
1. ***Increase*** the amount of merchandise you purchase from the United States Mint	o
2. ***Purchase about the same amount*** from the United States Mint	o
3. ***Decrease*** the amount of merchandise you purchase from the United States Mint	o
4. ***Stop purchasing*** *from the United States Mint altogether*	o

Thank you for taking the time to complete our survey!