

Survey Invitation

This is the standard survey invitation. Default text is included. If you would like to modify this text please check with your analyst/client manager.

Welcome and Thank You Text

The text you see here will appear at the top and bottom of your survey. Default text is included and you may modify this text as needed.

Model Questions

As discussed during the kick-off call, the model questions are part of the ForeSee methodology. For consistency with the model, these questions are standardized and have been tested and validated. Standardization of model questions allows benchmarking across companies/industries, and these questions are used in calculating scores and impacts.

Focus on the future behaviors; I've started with some that I believe are a good fit but we can certainly make adjustments. These are desired customer outcomes that are impacted by customer satisfaction.

Custom Questions

When reviewing the custom questions tab, keep in mind these questions are used for segmentation analysis of the model data. It is suggested that you add, delete or change custom questions over time, as your needs or business objectives change.

Focus Area #1: Achieving Actionable Data

- Know what changes are being made based on the intelligence
- Change Custom Questions so that stakeholders see a clear "must do"

Focus Area #2: Aligning Data to Business Strategies

- Update your Custom Questions as business cycles change
- Integrate Executive Level questions to evaluate initiatives

Focus Area #3: Strategic and Tactical Value

- Influence Board Room Decisions
- Change Operational Approaches
- Mature Your Research

Why

- Analysis
- Top-Pri
- Open-e
- Shift w
- Inform
- Evalua

Making Changes

Simply make the change that you desire and highlight that change with a different color text. **Red** works well because it stands out.

If the change is "complicated" a brief explanation about what you would like to accomplish will help us understand your request and figure out the best way to implement. -Or- Just give us a call; talking through changes over the phone makes it quick and easy.

Update Your Custom Questions?

Uncovered new questions to ask
Key areas influence resource use
Seek for quantifiable recommendations



Seasonal Needs


Re-launch or Re-design

Marketing Initiatives



The text you see here will appear at the top and bottom of your survey, examples below.
Default text is included and you may modify this text as needed.

Welcome and Thank You Text
<p style="text-align: center;">Welcome Text</p> <p>Thank you for signing up for reading our email. Please take a few minutes to share your opinions about our informational email. Your opinions are essential in helping us provide the best experience and information possible.</p>
<p style="text-align: center;">Thank You Text</p> <p>Thank you for taking our survey - and for helping us serve you better.</p> <p>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.</p>
<p style="text-align: center;">Example Email Survey</p> <div style="border: 1px solid black; padding: 10px;"><p style="text-align: center;"></p><p style="text-align: center;">Customer Satisfaction Survey</p><p>Thank you 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.</p><p>Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.</p><p><i>Required questions are denoted by an *</i></p><p style="text-align: center;"></p><p><i>Note: *Please rate the extent to which the products on this website appeal to you.</i></p><p style="text-align: center;">disag. ee</p><p>Thank you for taking our survey - and for helping us serve you better.</p><p>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.</p><p style="text-align: center;"><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p><p style="text-align: center;">Copyright 2016 - all rights reserved</p><p style="text-align: center;">ForeSee ForeSee Privacy Policy Contact Us</p></div>

Model Name	DOJ OVC Email Newsletter	Red & Strike Through : Delete <u>Underlined & Italicized</u> : Re-order Pink: Addition Blue: Reword	
Model ID	(MID)		
Partitioned	No		
Date	10/12/2016		

Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
1	Look and Feel - Appeal Please rate the visual appeal of this newsletter.	7	Satisfaction - Overall What is your overall satisfaction with this newsletter? (1=Very Dissatisfied, 10=Very Satisfied)	10	Share Information How likely are you to share the Office for Victims of Crime (OVC) informational email or NewsFromOVC with someone else??
2	Look and Feel - Balance Please rate the balance of graphics and text in this newsletter.	8	Satisfaction - Expectations How well does this newsletter meet your expectations ? (1=Falls Short, 10=Exceeds)	12	Forward Content How likely are you to forward this content ?
3	Look and Feel - Readability Please rate the readability of the page in this newsletter.	9	Satisfaction - Ideal How does this newsletter compare to an ideal newsletter ? (1=Not Very Close, 10=Very Close)	13	Primary Online Resource How likely are you to use ovc.gov as your primary online resource regarding information for crime victims?
	Email Content (1=Poor, 10=Excellent, Don't Know)				Share Information (1=Very Unlikely, 10=Very Likely)
4	Email Content - Relevance Please rate the relevance to your interests of the content in this newsletter.				Forward Content (1=Very Unlikely, 10=Very Likely)
5	Email Content - Depth Please rate the depth of information shared in the articles that you read on this newsletter.				Primary Online Resource (1=Very Unlikely, 10=Very Likely)
6	Email Content - Understandable Please rate how understandable the content is in this newsletter.				

Changed from Recommend

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label	NOTES
			Thinking of the OVC newsletter(s) you receive, please rate. The clarity of the information provided.	1=Not at all clear 2 3 4 5 6 7 8 9 Very clear=10 Don't Know	C	Y	Radio button, scale, has don't know	Skip Logic Group*	Rate_Info Clarity	
		C	What would help improve the clarity of the information provided?			N	Text area, no char limit	Skip Logic Group*	Improve Clarity OE	
			The helpfulness of the information provided.	1=Not at all helpful 2 3 4 5 6 7 8 9 Very helpful=10 Don't Know	C	Y	Radio button, scale, has don't know	Skip Logic Group*	Rate_Info Helpful	
		C	What information would you find to be more helpful in these newsletters?			N	Text area, no char limit	Skip Logic Group*	Improve Helpfulness OE	
		D	What did you find most helpful about the information in this newsletter?			N	Text area, no char limit	Skip Logic Group*	Most Helpful OE	
			What type of content do you prefer to see in this newsletter? (Please pick your top three)	News and Information from OVC Resource and funding information Tips for crime victims about what OVC can help with Products available from OVC Information about what OVC publications/videos would meet my needs More links to publications or videos Details about training/events Offerings in languages other than English Other		Y	Checkbox, one-up vertical Limit to 3	Skip Logic Group*	Content Type	Changed verbiage
		A	What other content would you prefer to see in this newsletter?		A	N	Text area, no char limit	Skip Logic Group*	Content Type Other	
			Considering the product, publication, video or information you accessed through this email, did you find it to be presented in a format that was easy to use?	Yes No Not sure						NEW - text change as recommended by ForeSee Research
		A	What would have made it easier for you to access/use?			N	Text area, no char limit	Skip Logic Group*		NEW
			Please rate the length of the OVC email newsletter you received.	Too long Just about right Too short Don't know			Drop down, select one		Rate - Email Length	NEW
			Have you ever shared content you've received in an OVC newsletter with someone else? (Including this one.)	Yes No	A	Y	Radio button, one-up vertical	Skip Logic Group*	Content Shared	
		A	What have you shared?			N	Text area, no char limit	Skip Logic Group*	Content Shared Specifics OE	
	OE_Improve Experience		What else would you like to share with us to help improve this newsletter?			N	Text area, no char limit		Improvement	
			How frequently would you prefer to receive this newsletter?	Daily Weekly Monthly Every other Month Quarterly Annually or less often		Y	Drop down, select one		Newsletter Frequency	
	Role: Healthcare		Which of the following best describes you in relation to your subscription to the DOJ OVC Newsletter?	Victim of crime Friend or family member of crime victim Victim services provider/professional Law enforcement officer or official Attorney/Legal Services professional Corrections/Probation/Parole officer or official Educator or academic administration		Y	Drop down, select one	Skip Logic Group*	Role	New B skip

			Student					
			Medical/Nursing/Health service professional	B				
			Mental health professional	B				
			Social worker/counselor	B				
			General public					
			Other	A				
		A	How else you would describe yourself?		N	Text area, no char limit	Skip Logic Group*	Role Other
		B	Was the product, publication, video or information you accessed useful to your work serving victims of crime?	Yes		Radio button, one-up vertical	Skip Logic Group*	Content Useful
			No					
			Not sure					
Demographics: Gender			What is your gender?	Male	Y	Drop down, select one		Demographics: Gender
				Female				
				Prefer not to respond				
Demographics: Income			Which category includes your household income?	Under \$25,000	Y	Drop down, select one		Demographics: Income
				\$25,000 - \$49,999				
				\$50,000 - \$74,999				
				\$75,000 - \$99,999				
				\$100,000 - \$124,999				
				\$125,000 - \$149,999				
				\$150,000 or more				
				Prefer not to respond				
Demographics: Age			Which category includes your age?	Under 18	Y	Drop down, select one		Demographics: Age
				18 - 24				
				25 - 34				
				35 - 44				
				45 - 54				
				55 - 64				
				65 or older				
				Prefer not to respond				

NEW