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
- ❑ Analys
- ❑ 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 becaus stands out.
If the change is "complicated" a brief explanation about what you would like to accomplish will help us understand y 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.

pdate Your Custom Questions?

ncovered new questions to ask

ty areas influence resource use

s for quantifiable recommendations

Seasonal Needs

Re-launch or Re-design

Marketing Initiatives

Survey Invitation Text Desktop
We'd welcome your feedback! Thank you for visiting our website. You have been selected to participate in a brief customer satisfaction survey to let us know how we can improve your experience. **The survey is designed to measure your entire experience, please look for it at the <u>conclusion</u> of your visit.** This survey is conducted by an independent company ForeSee, on behalf of the site you are visiting. *(Button text)*   No, thanks   Yes, I'll give feedback
Example Desktop

t please check with your analyst/client manager.

Survey Invitation Text (STEP 1)
Tablet / Phone

We'd welcome your feedback!

Can we email or text you later a brief customer satisfaction survey so we can improve your mobile experience?
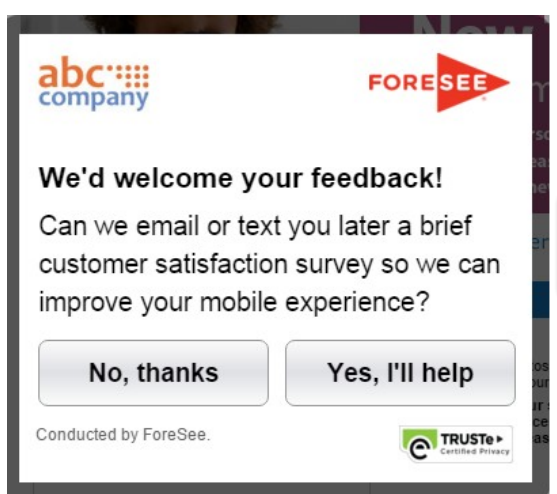
(Button text)   No, thanks   Yes, I'll help

Survey Invitation Text (STEP 2)
Tablet / Phone

Thank you for helping!

Please provide your email address or mobile number (US and CA only). After your visit we'll send you a link to the survey. Text Messaging rates apply.

(Button text)   Cancel   email/text me

Examples Tablet / Phone
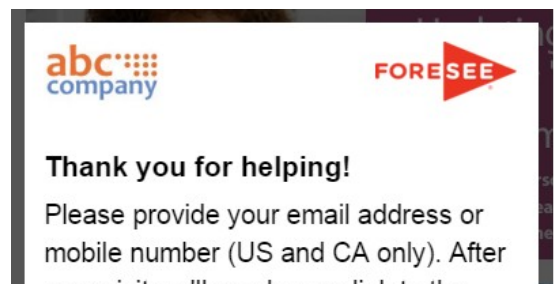
your visit we'll send you a link to the survey. Text Messaging rates apply.

Step 2

email or mobile number

Cancel   email/text me

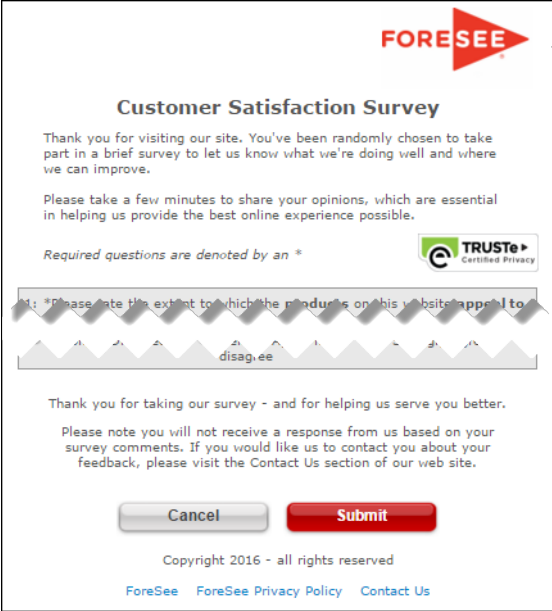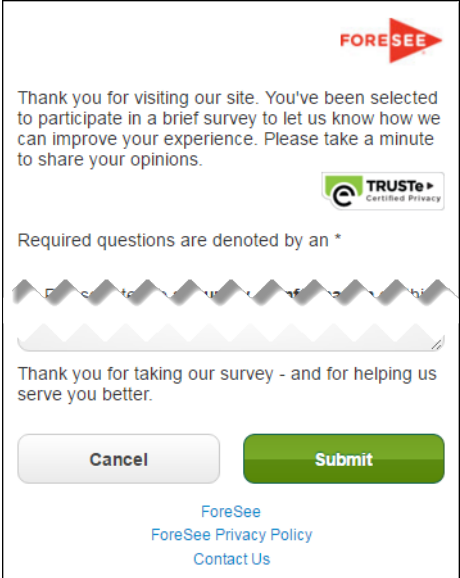ForeSee's Privacy Policy

TRUSTe ▸
Certified Privacy

Sign Up!   Sign Up!

The text you see here will appear at the top and bottom of your survey, examples below.
Our proposed mobile text is in the right cells and you may modify this text as needed. IDEALLY MOBILE TEXT SHOULD BE AS CONCISE AS POSSIBLE

Welcome and Thank You Text

Welcome Text -current browse survey	Welcome Text - Phone
Thank you for visiting our site. You have been randomly selected to take part in this survey to let us know what we are doing well and where we need to do better. Please take a minute or two to give us your opinions. The feedback you provide will help us enhance our site and serve you better in the future. Your responses are anonymous.	Thank you for visiting USAJOBS. You've been randomly selected to participate in a brief survey which helps us to improve the site. Your responses are anonymous, and the survey should take just a couple minutes.
Thank You Text - current browse survey	**Thank You Text - Phone**
Thank you for your time in completing this survey. Your input is very valuable and we will use it to improve our site.	Thank you for taking our survey - and for helping us serve you better.

Example Desktop	Example Mobile

Model Name	USAJOBS Mobile		Red & Strike-Through: Delete
Model ID	NEW MEASURE NEEDS MID		Underlined & Italicized: Re-order
Partitioned	Yes - 2MQ		Pink: Addition
Date	1/17/2017		Blue: Reword

FORESEE

	Label	Element Questions		Label	Satisfaction Questions		Label	Future Behaviors
		Look and Feel (1=Poor, 10=Excellent, Don't Know)			**Satisfaction**			**Return (1=Very Unlikely, 10=Very Likely)**
1	Look and Feel - Appeal	Please rate the **visual appeal** of this mobile site.	16	Satisfaction - Overall	What is your **overall satisfaction** with this mobile site? *(1=Very Dissatisfied, 10=Very Satisfied)*	19	Return	How likely are you to **return to USAJOBS.gov using your mobile device**?
2	Look and Feel - Balance	Please rate the **balance of graphics and text** on this mobile site.	17	Satisfaction - Expectations	How well does this mobile site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*			**Recommend (1=Very Unlikely, 10=Very Likely)**
3	Look and Feel - Readability	Please rate the **readability of the pages** on this mobile site.	18	Satisfaction - Ideal	How does this site **compare to your idea of an ideal mobile site**? *(1=Not Very Close, 10=Very Close)*	20	Recommend	How likely are you to **recommend USAJOBS.gov to someone else**?
		Site Performance (1=Poor, 10=Excellent, Don't Know)						**Primary Resource (1=Very Unlikely, 10=Very Likely)**
4	Site Performance - Loading	Please rate how **quickly pages load** on this mobile site.				21	Primary Resource	How likely are you to **use this mobile site as a primary resource to find a job**?
5	Site Performance - Consistency	Please rate the **consistency of speed from page to page** on this mobile site.						**Apply for Job (1=Very Unlikely, 10=Very Likely)**
6	Site Performance - Completeness	Please rate how **completely the page content loads** on this mobile site.				22	Apply for Job	How likely are you to **use this mobile site to apply for a specific job**?
		Navigation (1=Poor, 10=Excellent, Don't Know)						
7	Navigation - Organized	Please rate how **well this mobile site is organized**.						
8	Navigation - Options	Please rate the **options available for navigating** this mobile site.						
9	Navigation - Layout	Please rate **how well the mobile site layout helps you find what you need.**						
		Job Browsing (1=Poor, 10=Excellent, Don't Know)						
10	Job Information Browsing - Sort	Please rate the ability to **sort through jobs by criteria that are important to you** on this mobile site.						
11	Job Information Browsing - Narrow	Please rate the **ability to narrow choices to find the jobs you are looking for** on this mobile site.						
12	Job Information Browsing - Features	Please rate how well the **features** on the mobile site **help you find the jobs you need**.						
		Job Information (1=Poor, 10=Excellent, Don't Know)						
13	Job Information - Thoroughness	Please rate the **thoroughness of job descriptions** on this mobile site.						
14	Job Information - Understandable	Please rate how **understandable job descriptions are** on this mobile site.						
15	Job Information - Answers	Please rate how well the job **descriptions provide answers to your questions**.						