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
- ❏ Evaluat

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 yo 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

This is the standard survey invitation.

Default text is included. If you would like to modify this tex...

Please send us your desired display logo in a .gif, .jpg or .p...

Survey Invitation Text
## Desktop

We'd welcome your feedback!

Thank you for visiting VA's Vantage Point blog site. You have been selected to participate in a brief 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 conclusion 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
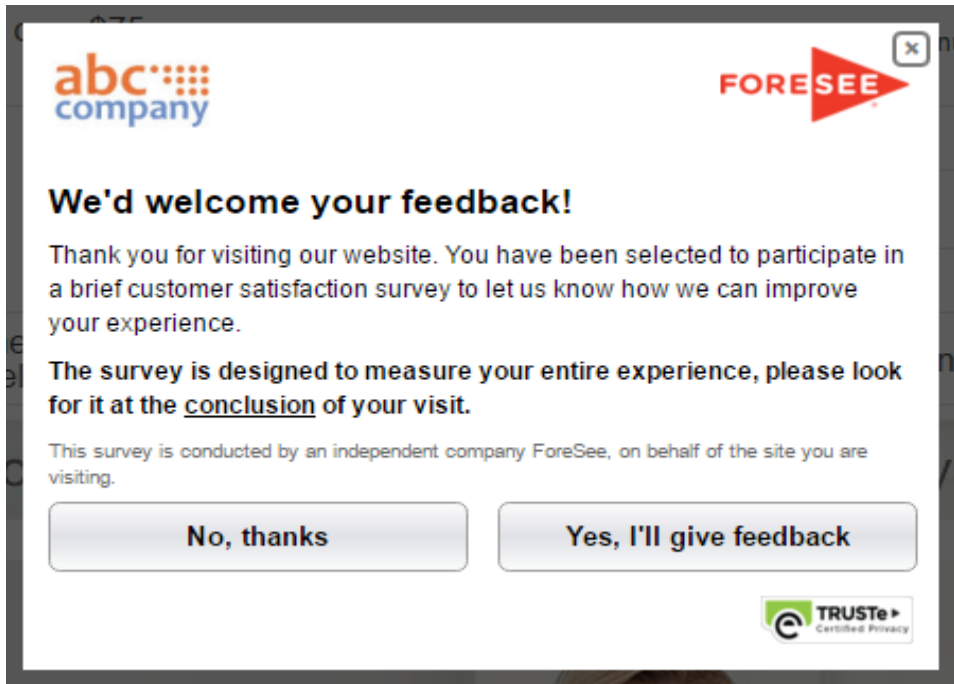
t please check with your analyst/client manager.

png format. The graphic should be approximately 130 x 60 pixels.

Survey Invitation Text
ONLY IF ALTERNATE needed, adjust here.

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

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.
Please send us your desired display logo in a .gif, .jpg or .png format. The graphic should be approximately 130 x 60 pixels.

Welcome and Thank You Text

Welcome Text STANDARD

Thank you for visiting VA's VAntage Point blog 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.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

Welcome Text - USE FOR ANY ALTERNATE

Thank You Text STANDARD

Thank you for taking our survey - and for helping us serve you better.
We appreciate your input!

Thank You Text - ALTERNATE - revise as needed

Thank you for taking our survey - and for helping us serve you better.

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.

Example Desktop

FORESEE

Customer Satisfaction Survey

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.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

*Required questions are denoted by an **

TRUSTe ▸
Certified Privacy

1: *Please rate the extent to which the products on this website appeal to

disagree

Thank you for taking our survey - and for helping us serve you better.

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.

Cancel   Submit

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ForeSee   ForeSee Privacy Policy   Contact Us

Model Name	VA Vantage Point
Model ID	NEW measure MID after OMB approval
Partitioned	Yes - 2 MQ
Date	2/3/2017

	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 site.	16	Satisfaction - Overall	What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)*	19	Return	How likely are you to **return to VA's Vantage Point blog site** in the future?
2	Look and Feel - Balance	Please rate the **balance of graphics and text** on this site.	17	Satisfaction - Expectations	How well does this 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 site.	18	Satisfaction - Ideal	How does this site **compare to your idea of an ideal website**? *(1=Not Very Close, 10=Very Close)*	20	Recommend	How likely are you to **recommend VA's Vantage Point site** to someone else?
4	Site Performance - Loading	**Site Performance (1=Poor, 10=Excellent, Don't Know)** Please rate how **quickly pages load** on this site.						**Share Information (1=Very Unlikely, 10=Very Likely)**
5	Site Performance - Consistency	Please rate the **consistency of speed from page to page** on this site.				21	Share Information	How likely are you to **share the information you read** on the Vantage Point blog site today with someone else?
6	Site Performance - Completeness	Please rate how **completely the page content loads** on this site.						**Follow on Social Media (1=Very Unlikely, 10=Very Likely)**
7	Navigation - Organized	**Navigation (1=Poor, 10=Excellent, Don't Know)** Please rate **how well this site is organized**.				22	Follow on Social Media	How likely are you to **follow the Vantage Point site on social media** such as Facebook or Twitter?
8	Navigation - Options	Please rate the **options available for navigating** this site.						
9	Navigation - Layout	Please rate **how well the site layout helps you find what you need.**						
10	Information Browsing - Sort	**Information Browsing (1=Poor, 10=Excellent, Don't Know)** Please rate the ability to **sort through articles by criteria that are important to you** on this site.						
11	Information Browsing - Narrow	Please rate the **ability to narrow choices to find the articles you are looking for** on this site.						
12	Information Browsing - Features	Please rate how well the **features** on the site **help you find the articles you need**.						
13	Blog Content - Relevance	**News Content (1=Poor, 10=Excellent, Don't Know)** Please rate the **relevance to you** of the articles on this site.						
14	Blog Content - Depth	Please rate the **thoroughness of coverage in the articles that you read** on this site.						
15	Blog Content - Timeliness	Please rate the **timeliness of the articles that you read** on this site.						