

## Survey Invitation

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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

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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

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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

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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
- Evaluat

## Making Changes

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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



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## 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 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

**abc company**

**FORESEE**

**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 conclusion of your visit.**

This survey is conducted by an independent company ForeSee, on behalf of the site you are visiting.

**No, thanks**      **Yes, I'll give feedback**

**TRUSTe**  
Certified Privacy

ease 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)

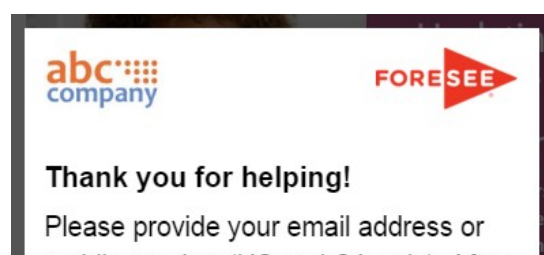
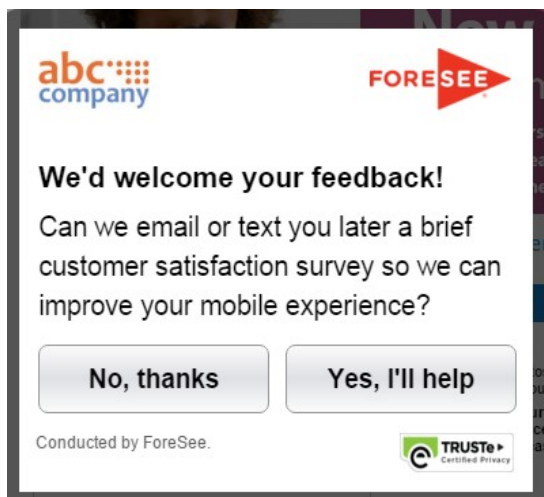
#### Tablet / Phone

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



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

**Step  
2**

**Cancel**

**email/text me**

ForeSee's [Privacy Policy](#)

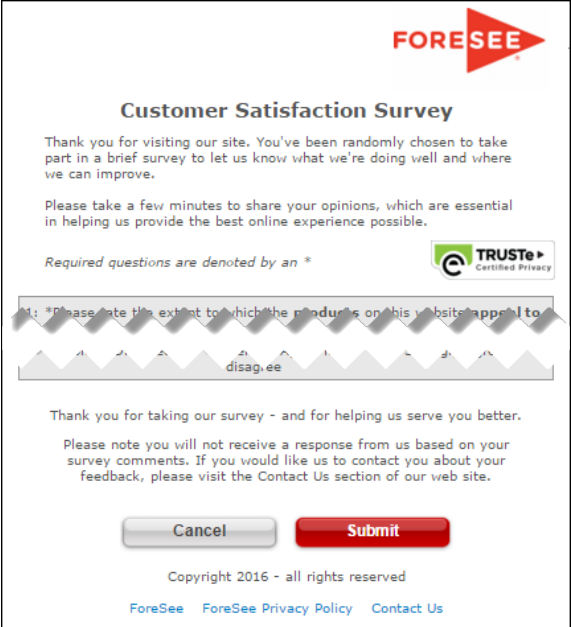
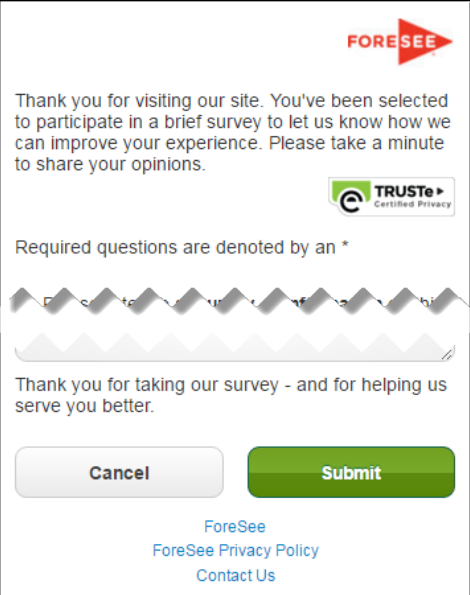


[Sign Up](#)

[Sign Up](#)



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><b>Welcome Text</b></p> <p>Thank you for visiting tricare.mil. 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><b>Welcome Text - Tablet / Phone</b></p> <p>Thank you for visiting tricare.mil. Please take a minute to share your opinions.</p>
<p><b>Thank You Text</b></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><b>Thank You Text - Tablet / Phone</b></p> <p>Thank you for taking our survey. We appreciate your input!</p>
<p><b>Example Desktop</b></p> 	<p><b>Example Mobile</b></p> 

Model Name TRICARE Mobile 2017  
 Model ID  
 Partitioned Yes - 2MQ  
 Date 5/1/2016

~~Red & Strike-Through~~: Delete  
Underlined & Italicized: Re-order  
 Pink: Addition  
 Blue: Rework



Element Questions		Satisfaction Questions		Future Behaviors	
Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Brand Confidence (1=Not At All Confident, 10=Very Confident)</b>
1	Look and Feel - Appeal Please rate the <b>visual appeal</b> of this mobile site.	19	Satisfaction - Overall What is your <b>overall satisfaction</b> with this mobile site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	22	Brand Confidence Please rate your <b>level of confidence</b> in TRICARE.
2	Look and Feel - Balance Please rate the <b>balance of graphics and text</b> on this mobile site.	20	Satisfaction - Expectations How well does this mobile site <b>meet your expectations</b> ? <i>(1=Falls Short, 10=Exceeds)</i>		<b>Recommend Company (1=Very Unlikely, 10=Very Likely)</b>
3	Look and Feel - Readability Please rate the <b>readability of the pages</b> on this mobile site.	21	Satisfaction - Ideal How does this site <b>compare to your idea of an ideal mobile site</b> ? <i>(1=Not Very Close, 10=Very Close)</i>	23	Recommend Company How likely are you to <b>recommend TRICARE</b> to someone else?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				<b>Return (1=Very Unlikely, 10=Very Likely)</b>
4	Site Performance - Loading Please rate how <b>quickly pages load</b> on this mobile site.			24	Return How likely are you to <b>return to tricare.mil</b> using your mobile device?
5	Site Performance - Consistency Please rate the <b>consistency of speed from page to page</b> on this mobile site.				
6	Site Performance - Completeness Please rate how <b>completely the page content loads</b> on this mobile site.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
7	Navigation - Organized Please rate <b>how well this mobile site is organized</b> .				
8	Navigation - Options Please rate the <b>options available for navigating</b> this mobile site.				
9	Navigation - Layout Please rate <b>how well the mobile site layout helps you find what you need</b> .				
	<b>Information Browsing (1=Poor, 10=Excellent, Don't Know)</b>				
10	Information Browsing - Sort Please rate the ability to <b>sort information by criteria that are important to you</b> on this mobile site.				
11	Information Browsing - Narrow Please rate the <b>ability to narrow choices to find the information you are looking for</b> on this mobile site.				
12	Information Browsing - Features Please rate how well the <b>features on the mobile site help you find the information you need</b> .				
	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>				
13	Site Information - Thoroughness Please rate the <b>thoroughness of information</b> on this mobile site.				
14	Site Information - Understandable Please rate how <b>understandable information is</b> on this mobile site.				
15	Site Information - Answers Please rate how well the <b>information provides answers to your questions</b> .				

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
	Primary Reason		What is your primary reason for visiting the site today?	Locate a phone number to call TRICARE Read news Find plan information See what's covered Find a Doctor Find cost information Find information about life events Find health and wellness information Pay a bill Log in to my account Book appointments Find a form Update info Obtain an ID card Check claim status Other (Please specify.)	B	Y	Radio button, one-up vertical	Skip Logic Group*  Randomize  Anchor Answer Choice	Primary Reason
	Primary Reason - Other	A B	Please specify the other reason for your visit.  How likely are you to contact TRICARE via telephone in the future, to resolve your customer service needs? (1=Very Unlikely, 10 = Very Likely)	1 2 3 4 5 6 7 8 9 10		Y Y	Text field, <100 char Radio button, scale, no don't know	Skip Logic Group* Skip Logic Group*	Primary Reason - Other
	Accomplish		Did you find what you were looking for?	Yes No	B A	Y Y	Radio button, one-up vertical Radio button, one-up vertical	Skip Logic Group* Skip Logic Group*	Accomplish
	Why Not Accomplish	A	Please tell us what you were unable to find.	Yes		Y	Text area, no char limit	Skip Logic Group*	Why Not Accomplish
	Accomplish Experience	B	Was it easy to find?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish Experience
	Not Easy Accomplish	B1	Explain the difficulty you had in finding what you were looking for.	No	B1	Y	Text area, no char limit	Skip Logic Group*	Not Easy Accomplish
	Status		Which of these best describes you?	Active Duty Service Member (includes all Uniformed Services) Retired Service Member National Guard or Reserve Member (Active, Reserve or Retired) Family of Active Duty Service Member Family of Retired Service Member Family of National Guard or Reserve Member Other (Provider, Staff, Government, Media, etc.)	N N N N N M	Y	Radio button, one-up vertical	Skip Logic Group*	Status
	Other Status	M	Which of these other options best describes you?	Provider (Staff included) Government Government Contractor Media Not Listed		Y	Radio button, one-up vertical	Skip Logic Group*	Other Status
	Guard or Reserve Plan	N	Which plan are you using?	TRICARE Prime TRICARE Prime Remote TRICARE Prime Overseas TRICARE Prime Remote Overseas TRICARE Standard and Extra TRICARE Standard Overseas TRICARE For Life TRICARE Reserve Select TRICARE Retired Reserve TRICARE Young Adult US Family Health Plan Other/Don't Know		Y	Radio button, one-up vertical	Skip Logic Group*	Guard or Reserve Plan
	Tools Used		Which tool did you <b>primarily</b> use today?	Covered Services Search Tool Plan Finder Compare Plans Pharmacy Savings Calculator Military Hospital and Clinic Locator Prime Service Area ZIP Code Tool TRICARE Prime Remote ZIP Code Tool Frequently Asked Question Database Call Us Wizard Find A Doctor Wizard Secure Login Other (Please specify.) I didn't use a tool today	B B B B B B B B B A	Y	Radio button, one-up vertical	Skip Logic Group* Randomize  Anchor Answer Choice Mutually Exclusive	Tools Used
	OE_Tools Used	A	Please specify which tool(s) you used.	Yes		Y	Text area, no char limit	Skip Logic Group*	OE_Tools Used
	Tools Helpful	B	Did you find it helpful?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*	Tools Helpful
	OE_Why Unhelpful	C	Why did you find it unhelpful?	No	C	Y	Text area, no char limit	Skip Logic Group*	OE_Why Unhelpful
	Navigation Method		How did you primarily look for information or navigate the site today?	Search Bar Top Blue Menu Bar Get My Plan Info tool Want To section Plan Finder Tool Something Changed? section Bottom Blue Menu Bar Clicked on links on the page Page bookmark or favorite link Google or other search engine		Y	Radio button, one-up vertical	Skip Logic Group*	Navigation Method



	Navigation Method - Other	A	Please tell us how else you looked for information.	Other (Please specify.)	A	Y	Text field, <100 char	Skip Logic Group*	Navigation Method - Other
	Navigation Method - Browsing Experience		Did you have a good browsing experience today?	Yes				Skip Logic Group*	Navigation Method - Browsing Experience
				No	A				
	Navigation Experience	A	Why wasn't your browsing experience good? (Check all that apply.)	Links often did not take me where I expected		Y	Checkbox, one-up vertical	Skip Logic Group*	Navigation Experience
				I had difficulty finding relevant information					
				Links and labels were difficult to understand					
				There were too many links or navigation options to choose from				Randomize	
				I had technical difficulties (error messages, broken links, etc.)				Anchor Answer Choice	
				I could not navigate back to previous information				Mutually Exclusive	
				I had a different navigation difficulty	B			Skip Logic Group*	
	Navigation Experience - Other	B	Please tell us what you had difficulty navigating.			Y	Text area, no char limit	Skip Logic Group*	Navigation Experience - Other
	Visit Frequency		How often do you visit our mobile site?	First time		Y	Drop down, select one		Visit Frequency
				Every 6 months or less					
				About once a month					
				About once a week					
				Daily					
				More than once a day					
	Demographics: Gender		What is your gender?	Male		Y	Drop down, select one		Demographics: Gender
				Female					
				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					
	Improve		What else can we do to improve your mobile experience?			Y	Text area, no char limit		Improve
	TRICARE Info via other source		Are you likely to access TRICARE information via another source other than the mobile site?	Yes	A	Y	Drop down, select one	Skip Logic Group*	TRICARE Info via other source
				No					
	TRICARE Info Via Other Source	A	Which source are you likely to use? (Check all that apply.)	TRICARE.mil on desktop/laptop		Y	Checkbox	Skip Logic Group*	TRICARE Info Via Other Source - Yes
				Call Center					
				TRICARE partner website (e.g., Humana, HealthNet, Dental, Pharmacy)					
				Handbook or brochure					
				Social media					
				None of these					
	Desktop Version Y or N		Have you used the desktop version of this site before?	Yes	A	Y	Drop down, select one		Desktop Version Y or N
				No					
	Site Preference	A	Which version of the site do you prefer?	Desktop	C	Y	Drop down, select one	Skip Logic Group*	Site Preference
				Mobile					
				Don't know					
	Desktop Site OE	C	What do you like most about the desktop site?			Y	Text area, no char limit	Skip Logic Group*	Desktop Site OE
	Mobile Site OE		What do you like most about the mobile site?			Y	Text area, no char limit	Skip Logic Group*	Mobile Site OE