#### **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 questio 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	Why
- Change Custom Questions so that stakeholders see a clear "must do"	Analys
Focus Area #2: Aligning Data to Business Strategies	Top-Pr
<ul> <li>Update your Custom Questions as business cycles change</li> <li>Integrate Executive Level questions to evaluate initiatives</li> </ul>	Open-e
Focus Area #3: Strategic and Tactical Value	Shift w
- Influence Board Room Decisions	Inform
- Change Operational Approaches - Mature Your Research	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

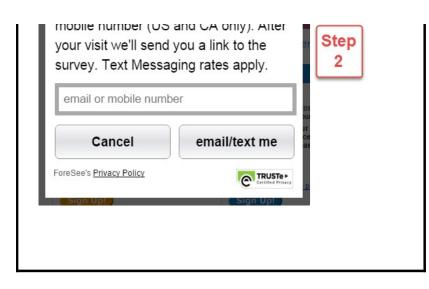


This is the standard survey invitation. Default text is included. If you would like to modify this text pla

Survey Invitation Text									
Desk	top								
We'd welcome your feedback!									
Thank you for visiting our website. You ha brief customer satisfaction survey to let us 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 site you are visiting.	ent company ForeSee, on behalf of the								
<i>(Button text)</i> No, thanks Ye	es, I'll give feedback								
Example	Desktop								
abc::::: company	FORESEE								
We'd welcome your feedb Thank you for visiting our website. You a brief customer satisfaction survey to I your experience. The survey is designed to measure y	have been selected to participate in et us know how we can improve								
for it at the <u>conclusion</u> of your visit.									
This survey is conducted by an independent comp visiting.	any Poresee, on benair or the site you are								
No, thanks	Yes, I'll give feedback								
	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?
<i>(Button text)</i> 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
abc':::: company
We'd welcome your feedback!
Can we email or text you later a brief
customer satisfaction survey so we can improve your mobile experience?
improve your mobile experience?
improve your mobile experience?       No, thanks     Yes, I'll help
improve your mobile experience?       No, thanks     Yes, I'll help
improve your mobile experience?          No, thanks       Yes, I'll help         Conducted by ForeSee.       Image: Conducted by ForeSee.





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 Text	Welcome Text - Tablet / Phone
nank you for visiting tricare.mil. You've been randomly chosen to take part in a ief survey to let us know what we're doing well and where we can improve.	Thank you for visiting tricare.mil. Please take a minute to share your opinions
ease take a few minutes to share your opinions, which are essential in helping provide the best online experience possible.	
Thank You Text	Thank You Text - Tablet / Phone
nank you for taking our survey - and for helping us serve you better.	Thank you for taking our survey. We appreciate your input!
mments. If you would like us to contact you about your feedback, please visit e Contact Us section of our website.	
Example Desktop	Example Mobile
Correct Particle of the production of the productin of the production of the production of the production of the pr	Thank you for visiting our site. You've been selected to participate in a brief survey to let us know how we can improve your experience. Please take a minute to share your opinions. Required questions are denoted by an * Mention of taking our survey - and for helping us serve you better. Cancel Submit ForeSee ForeSee Privacy Policy Contact Us
ForeSee ForeSee Privacy Policy Contact Us	Conductos

Model Name	TRICARE Mobile 2017	Red & Strike-Through: Delete	
Model ID		Underlined & Italicized: Re-order	FORESEE
Partitioned	Yes - 2MQ	Pink: Addition	
Date	5/1/2016	Blue: Reword	

Label	Element Questions	La	Satisfaction Questions		Label	Future Behaviors
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		Satisfaction			Brand Confidence (1=Not At All Confident, 10=Very Confident)
Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this mobile site.	19 Satisfac Overall	tion - What is your overall satisfaction with this mobile site? (1=Very Dissatisfied, 10=Very Satisfied)		Brand Confidence	Please rate your <b>level of confidence</b> in TRICARE.
Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this mobile site.	20 Satisfac Expecta				Recommend Company (1=Very Unlikely, 10=Very Likely)
Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this mobile site.	21 Satisfad Ideal	tion - How does this site compare to your idea of an ideal mobile site? (1=Not Very Close, 10=Very Close)		Recommend Company	How likely are you to recommend TRICARE to someone else?
	Site Performance (1=Poor, 10=Excellent, Don't Know)			1		Return (1=Very Unlikely, 10=Very Likely)
Site Performance - Loading	Please rate how quickly pages load on this mobile site.	1		24	Return	How likely are you to return to tricare.mil using your mobile device
	Please rate the <b>consistency of speed from page to page</b> on this mobile site.					
	Please rate how <b>completely the page content loads</b> on this mobile site.					
	Navigation (1=Poor, 10=Excellent, Don't Know)					
	Please rate how well this mobile site is organized.	1				
Navigation - Options	Please rate the <b>options available for navigating</b> this mobile site.					
	Please rate how well the mobile site layout helps you find what you need.					
Information	Information Browsing (1=Poor, 10=Excellent, Don't Know) Please rate the ability to sort information by criteria that are important to you on this mobile site.					
	Please rate the <b>ability to narrow choices to find the information</b> you are looking for on this mobile site.					
	Please rate how well the <b>features</b> on the mobile site <b>help you find</b> the information you need.					
	Site Information (1=Poor, 10=Excellent, Don't Know) Please rate the thoroughness of information on this mobile site.					
Site Information - Understandable	Please rate how <b>understandable information is</b> on this mobile site.					
Site Information -	Please rate how well the information provides answers to your					

Model Name	TRICARE Mobile 2017	Red & Strike Through: Delete	
Model Name Model ID	0	Underlined & Italicized: Re-order FORESEP	
Partitioned	Yes - 2MQ	Pink: Addition	
Date	3/13/2017	Blue: Reword	

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Auge of the second of					Find plan information					
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Control In Equation         Bol Lugs Engr         Yes         Control In Equation         Equation (Income)         Parts and (Income)		Why Not Accomplish	А	Please tell us what you were unable to find.		Û	Y	Text area, no char limit	Skip Logic Group*	Why Not Accomplish
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Tools Helpful     B     Did you find it helpful?     Yes     Radio button, one-up ver     Skp Logic Group*     Tools Helpful       OE, Why Unhelpful     C     Why did you find it unhelpful?     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 sliday?     Search Bar     C     Y     Radio button, one-up ver     Skip Logic Group*     OE_Why Unhelpful       C     Why did you primarily look for information or navigate the sliday?     Search Bar     C     Y     Radio button, one-up ver     Skip Logic Group*     OE_Why Unhelpful       C     Uhan Info tool     C     C     C     V     Radio button, one-up ver     Skip Logic Group*     Navigation Method       Ward To section     C     V     Text area, no char limit     Skip Logic Group*     Navigation Method       Botton Blue Menu Bar     C     V     Radio button, one-up ver     Skip Logic Group*     Navigation Method       Cited on links on the page     C     V     Radio button, one-up ver     Skip Logic Group*     Navigation Method									Mutually Exclusive	
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		apply.)				vertical																		
			I had difficulty finding relevant information																					
			Links and labels were difficult to understand				L																	
			There were too many links or navigation options to choose from				Randomize																	
			I had technical difficulties (error messages, broken links, etc.)				Analysis Annual Obsiss																	
			I could not navigate back to previous information	-			Anchor Answer Choice																	
Navigation Experience - Other	В	Please tell us what you had difficulty navigating.	I had a different navigation difficulty	В	Y	Text area, no char limit	Mutually Exclusive Skip Logic Group*	Navigation Experience - Other																
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			Every 6 months or less																					
			About once a month																					
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			Female																					
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			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	Α	Y	Drop down, select one		Desktop Version Y or N																
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Mobile Site OE	<u> </u>	What do you like most about the desktop site?			Y	Text area, no char limit		Mobile Site OE																