

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
- Evaluat

Update Your Custom Questions?

Uncovered new questions to ask
Key areas influence resource use
Steps 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

Welcome Text

Thank you for visiting treasurydirect.gov. 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.

Thank You Text

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



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 **

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

Model Name Q_TreasuryDirect_Browse_Web_20171009
 Model ID
 Partitioned Yes - 2MQ
 Date
 Model Version 17.2.G

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



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
1 Look and Feel - Appeal	Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this site.	19 Satisfaction - Overall	Satisfaction What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	22 Brand Confidence	Brand Confidence (1=Not At All Confident, 10=Very Confident) Please rate your level of confidence in TreasuryDirect.
2 Look and Feel - Balance	Please rate the balance of graphics and text on this site.	20 Satisfaction - Expectations	How well does this site meet your expectations ? (1=Falls Short, 10=Exceeds)		Return (1=Very Unlikely, 10=Very Likely)
3 Look and Feel - Readability	Please rate the readability of the pages on this site.	21 Satisfaction - Ideal	How does this site compare to an ideal website ? (1=Not Very Close, 10=Very Close)	23 Return	How likely are you to return to treasurydirect.gov in the future?
	Site Performance (1=Poor, 10=Excellent, Don't Know)				Recommend Company (1=Very Unlikely, 10=Very Likely)
4 Site Performance - Loading	Please rate how quickly pages load on this site.			24 Recommend Company	How likely are you to recommend TreasuryDirect to someone else?
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				Primary Resource (1=Very Unlikely, 10=Very Likely)
6 Site Performance - Completeness	Please rate how completely the page content loads on this site.			25 Primary Resource	How likely are you to use this site as your primary resource for obtaining information from this organization?
	Navigation (1=Poor, 10=Excellent, Don't Know)				
7 Navigation - Organized	Please rate how well this site is organized .				
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 .				
	Information Browsing (1=Poor, 10=Excellent, Don't Know)				
10 Information Browsing - Sort	Please rate the ability to sort information by criteria that are important to you on this site.				
11 Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.				
12 Information Browsing - Features	Please rate how well the features on the site help you find the information you need .				
	Site Information (1=Poor, 10=Excellent, Don't Know)				
13 Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.				
14 Site Information - Understandable	Please rate how understandable this site's information is.				
15 Site Information - Answers	Please rate how well the site's information provides answers to your questions .				



QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
	Role		What is your primary role in visiting this site?	Individual saver/investor Bank or credit union representative Member of the press Financial planner Pension fund manager Hedge fund manager Broker Primary dealer Research analyst Other		Y	Drop down, select one		Role
			What is your primary reason for visiting the site today?	Perform research (i.e., gather information, savings bonds, value) Purchase a Treasury security Open a TreasuryDirect account for myself Assist someone else in opening a TreasuryDirect account Access my TreasuryDirect account Find info on exchanging paper savings bonds for electronic securities Browsing the site Other	B E E A	Y	Radio button, one-up vertical	Skip Logic Group	Reason
		A	Please specify your other reason for visiting the site.		A	N	Text area, no char limit	Skip Logic Group	Other Reason
		B	Which of the following best describes the topic that you were researching on our site today?	Find ways to save for college or other goals Learn about Treasury securities Check rates Learn about TreasuryDirect Learn about T-bills, notes or TIPS View the auction calendar Learn about savings bonds Calculate the current value of savings bonds owned Learn how to exchange paper savings bonds for electronic securities How to cash in/redeem bonds National debt Other		N	Radio button, one-up vertical	Skip Logic Group	Topic
		C	Please specify the other topic(s) you researched on the site.		C	N	Text area, no char limit	Skip Logic Group	Other topic
		E	How would you rate the overall process of opening an account? (1=Not Easy at all, 10=Very Easy, Don't Know)	1=Not Easy at all 2 3 4 5 6 7 8 9 10=Very Easy Don't Know		Y	Radio button, scale, has don't know		Rate Process
			How did you look for information or navigate the site today? (Please select all that apply.)	Top navigation bar Tabs at the top of the page (eg Home, Individuals, Financial Institutions, Government) Utilizing the shortcut/quick links within the page Search box Page bookmark or favorite link Site map Google or other Search engine Other	B B B,A B B B B	Y	Drop down, select one	Skip Logic Group	Navigation Method
		B	Did you find what you were looking for?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	Navigation - Find
		C	Please tell us what you were looking for that could not find.		C	N	Text area, no char limit	Skip Logic Group*	Navigation - Not Find
		A	Which of the following describes your experience with the search feature?	Descriptions of results were helpful Descriptions of results were not helpful Returned too many results Returned not enough results Returned results that were too similar/redundant I was not sure what words to use in my search Search required too many refinements to get to what I wanted Results were not relevant to my search terms/needs Other		N	Drop down, select one	Skip Logic Group	Search difficulty
			How would you describe your browsing experience on this site today? (Please select all that apply.)	Could not determine the best link on most pages		N	Drop down, select one	Skip Logic Group	Browsing Experience

			Could not navigate back to previous information Too many links or navigational choices Links did not take me where I expected Had difficulty finding detailed information Had technical difficulties (e.g. broken links, error messages) Navigation did not support what I was trying to accomplish Navigated to the general area but could not find the specific information I needed I encountered no difficulties Other						
	Accomplish		Did you accomplish what you wanted to do today on this site?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
	OE_Accomplish	A	Please tell us why you were unable to accomplish your task today.	No	A	N	Text area, no char limit	Skip Logic Group*	Why Not Accomplish
			What other information would you like to see on our site?	More information on Treasury securities/savings bonds		Y	Radio button, one-up vertical	Skip Logic Group	Other info wanted
				More information on TreasuryDirect					
				More information on values and interest rates					
				Better instructions on using TreasuryDirect	B				
				Better account instructions	B				
				Other	A				
		A	Please specify other information.			N	Text area, no char limit	Skip Logic Group	Other info
	Acquisition Source		How were you referred to this site today?	An email from TreasuryDirect		Y	Radio button, one-up vertical	Skip Logic Group	Source
				A TreasuryDirect social network post, tweet, video, etc.					
				Non - TreasuryDirect social network post, tweet, video, etc.					
				Internet blogs or discussion forums					
				Search engine results					
				Recommendation from someone I know					
				TV or radio advertising					
				Newspaper or magazine advertising					
				Internet advertising					
				Advertising on social networks (Facebook, Twitter)					
				Other (please specify)					
				I was not referred to the site by anything specific	A				
		A	Please specify how you were referred to the site.			N	Text area, no char limit	Skip Logic Group	Other source
	Visit Frequency		How often do you visit this site?	This is my first visit		Y	Drop down, select one		Visit Frequency
				Once every 6 months or less often					
				Once every few months					
				Monthly					
				Weekly					
				Daily or more often					
	Demographics: Gender		What is your gender?	Female		N	Drop down, select one		Gender
				Male					
	Demographics: Age		Which category includes your age?	Under 18		N	Drop down, select one		Demos: Age
				18 - 24					
				25 - 34					
				35 - 44					
				45 - 54					
				55 - 64					
				65-74					
				75-84					
				85 or older					
				Prefer not to respond					
			What is your highest level of education completed?	Some high school or less		N	Drop down, select one		Demos: Education
				High school graduate or GED					
				Some college credit, no degree					
				Associate degree (e.g., AA, AS)					
				Bachelor's degree (e.g., BA, AB, BS)					
				Master's degree (e.g., MA, MS, MEng, MEd, MSW, MBA)					
				Professional degree (e.g., MD, DDS, DVM, LLB, JD)					
				Doctorate degree (e.g., PhD, EdD)					
				Prefer not to respond					
	OE_Improve Experience		What else would you like to share with us to help improve your online experience with TreasuryDirect?			N	Text area, no char limit		Improve