

## 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

### **Update Your Custom Questions?**

incorporated new questions to ask  
key areas influence resource use  
lists 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
<p style="text-align: center;"><b>Welcome Text</b></p> <p>The National Flood Insurance Program (NFIP) is seeking FINAL feedback from policyholders who have completed or are near completion of a claim after experiencing a flood loss. We appreciate you taking the time to take this survey.</p> <p>By taking this brief survey, your input will help improve our process.</p>
<p style="text-align: center;"><b>Thank You Text</b></p> <p>Thank you for taking our survey and for helping us serve you better.</p>
<p style="text-align: center;"><b>Example Desktop</b></p> <div style="border: 1px solid black; padding: 10px;"><p style="text-align: right;"></p><p style="text-align: center;"><b>Customer Satisfaction Survey</b></p><p>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.</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><i>Required questions are denoted by an *</i></p><hr/><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 web site.</p><p style="text-align: center;"><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p></div>

Model Name FEMA Audience 3  
 Model ID  
 Partitioned No  
 Date 11.17.2017  
 Model Version NA

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



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
			<b>Satisfaction</b>		
		1 <b>Satisfaction - Overall</b>	What is your <b>overall satisfaction</b> with the process for filing a flood insurance claim with the NFIP? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	4 <b>Recommend Company</b>	<b>Recommend Company</b> <i>(1=Very Unlikely, 10=Very Likely)</i> How likely are you to <b>recommend purchasing NFIP flood insurance to someone else?</b>
		2 <b>Satisfaction - Expectations</b>	How well does the NFIP process for filing a claim <b>meet your expectations?</b> <i>(1= Falls Short, 10=Exceeds)</i>		<b>Trust (1=Not at all Trustworthy, 10=Very Trustworthy)</b>
		3 <b>Satisfaction - Ideal</b>	How does the NFIP process compare to an <b>ideal process for filing an insurance claim?</b> <i>(1=Not Very Close, 10=Very Close)</i>	5 <b>Trust</b>	Please rate your level of <b>trust in NFIP flood insurance.</b>
				6 <b>Renew</b>	<b>Renew</b> <i>(1=Very Unlikely, 10=Very Likely)</i> How likely are you to <b>renew</b> your NFIP policy again next year?