

**Quality Assessment Division  
Customer Satisfaction Survey  
USDA Agricultural Marketing Service**

- Administrative notes in bold. Not transparent to respondent.

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**Email Invitation**

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**From Address:** noreply-cfigroup@qualtrics-survey.com

**From Name:** CFI Group on behalf of USDA Agricultural Marketing Service

**Reply-To Email:** [surveyhelp@cfigroup.com](mailto:surveyhelp@cfigroup.com)

**Subject:** USDA Agricultural Marketing Service Customer Survey

**Body:**

USDA Agricultural Marketing Services (AMS) would like your feedback on your experience with its quality assessment, verification, and testing services.

Please assist us in assessing our performance by completing this short survey at your earliest convenience. Your opinion is very important to us and the information you provide will help us better serve you. This survey asks about your experiences with the USDA AMS quality assessment, verification, and testing services.

This survey is being administered by CFI Group, an independent third-party research group. This brief survey asks about your satisfaction with our products and services as well as ways that we can improve our service to you. Your answers will remain anonymous and will be combined with those from other respondents for research and evaluation purposes only

Follow this link to the Survey: <Take the Survey>

Or copy and paste the URL below into your internet browser:

<survey URL>

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**Email Reminder**

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**Subject:** Reminder: USDA Agricultural Marketing Service Customer Survey

**Body:**

You recently received an invite to provide feedback regarding the USDA Agricultural Marketing Service quality assessment, verification, and testing services. Thank you if you have already responded.

If you have not, please assist us in assessing our performance by completing this short survey at your earliest convenience. Your opinion is very important to us and the information you provide will help us better serve you. This survey asks about your experiences with the USDA AMS quality assessment, verification, and testing services.

This survey is being administered by CFI Group, an independent third-party research group. This brief survey asks about your satisfaction with our products and services as well as ways that we can improve our service to you. Your answers will remain anonymous and will be combined with those from other respondents for research and evaluation purposes only

Follow this link to the Survey: <Take the Survey>

Or copy and paste the URL below into your internet browser:

<survey URL>

### Introduction

Thank you in advance for taking the time to provide us with your feedback!

This survey is being administered by CFI Group, an independent third-party research group. This brief survey asks about your satisfaction with our products and services as well as ways that we can improve our service to you. Your answers will remain anonymous and will be combined with those from other respondents for research and evaluation purposes only.

This survey is authorized by the U.S. Office of Management and Budget Control No. 1090-0007, which expires May 31, 2018.

### Respondent Information

AP1. Which of the following services that USDA AMS offers does your organization use? Select all that apply

Grading	1	
Auditing	2	<b>[Skip to AP3]</b>
Certification	3	<b>[Skip to AP3]</b>
Seed Testing	4	<b>[Skip to AP3]</b>
Other Testing, please specify	5	<b>[Skip to AP3]</b>
Other, please specify	6	<b>[Skip to AP3]</b>
None of the above	7	<b>[Thank and Terminate]</b>

AP2. Which of the following commodities does your organization use USDA quality grading and verification services for? Select all that apply

Meat	1	
Poultry	2	
Eggs	3	
Other, please specify	4	
None of the above	5	<b>[Thank and Terminate]</b>

AP3. For what reasons do you use the following USDA AMS services? Select all that apply

**[Only show responses selected in AP1]**

	Added value to your product	Your customers require it	Name recognition	Marketing purposes	To stay competitive	Other
Grading						
Auditing						
Certification						
Seed Testing						
Other Testing						
Other						

AP5. Does your organization use USDA AMS services on a permanent or less than permanent basis?

Permanent basis (e.g., commitment, resident, non-resident)	1	
Less than permanent basis (e.g., non-commitment, fee, temporary)	2	
Don't Know	3	

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**Service Request**

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SR1. Have you been personally involved in requesting AMS services in the past year?

Yes	1	
No	2	<b>[Skip to next section]</b>
Don't Know	3	<b>[Skip to next section]</b>

Think about the process of requesting AMS services from USDA AMS in which you participated, please use a scale from "1" to "10" where "1" means "poor" and "10" means "excellent" to rate the process on the following:

		Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
SRQ_EASE	Ease of submitting request											
SRQ_PAP	Amount of paperwork required											
SRQ_COMM	Level of communication regarding the status of your request											
SRQ_TERM	Clarity of terms and conditions											
SRQ_SCHD	Flexibility in scheduling services											

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**Customer Service**

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CS1. Have you had contact with a representative of the USDA AMS (e.g. grader, auditor, department representative, etc.) regarding services in the past year?

Yes	1	
No	2	<b>[Skip to CS2]</b>
Don't Know	3	<b>[Skip to CS2]</b>

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Thinking about the customer service that you received from USDA AMS, please rate the representative(s) on the following using a scale from “1” to “10” where “1” means “poor” and “10” means “excellent.” If a particular question does not apply please select N/A.

		Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
CS_PROF	Professionalism											
CS_KNOW	Knowledge and technical proficiency											
CS_ANSW	Ability to answer your questions regarding other USDA services											
CS_TIME	Timeliness in responding to your question or request											
CS_LIST	The extent to which they listen to your needs and concerns											

CS\_OPEN Please use the space below to provide any feedback you have regarding the customer service you received from USDA AMS representatives? (Please be as specific as possible)

CS2. When you have questions or concerns about your service do you know who to contact?

Yes	1	
No	2	

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**Information/Communications**

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Thinking about the information that you receive or access concerning services from USDA AMS, please use a scale from “1” to “10” where “1” means “poor” and “10” means “excellent” to rate the information on the following. If a particular question does not apply please select N/A.

		Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
INF_UND	Ease of understanding information											
INF_TIME	Timeliness of communication in relation to meeting your business needs											
INF_ACCS	Ease of accessing information											
INF_RELV	Relevance of information to your needs											
INF_HELP	Helpfulness of USDA provided marketing material											
INF_BILL	Accuracy of billing statements											

INF\_OPEN Please use the space below to provide USDA AMS with any suggestions you may have for improving  
 USDA AMS communication and information? (Please be as specific as possible)

INF\_OPEN If USDA AMS were to offer a customer service portal, what types of information and/or resources would  
 you like to see included? (Please be as specific as possible)

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**Quality Assessment [Ask only if AP1 = Grading]**

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Thinking about the actual quality grading of your products you’ve received from USDA AMS, please use a scale from “1” to “10” where “1” means “poor” and “10” means “excellent” to rate the grading on the following. If a particular question does not apply please select N/A.

		Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
QA_FAIR	Fairness of quality designations given											
QA_CONS	Consistency of quality designations given											
QA_BENF	Benefit of quality designations to your											

	business													
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**Lab Testing [Ask only if AP1 = Testing]**

Thinking about the testing services you've received from USDA AMS, please use a scale from "1" to "10" where "1" means "poor" and "10" means "excellent" to rate the testing received on the following. If a particular question does not apply please select N/A.

		Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
LT_QUAL	Quality of testing services											
LT_PRIC	Fairness of prices given the value provided											
LT_BENF	Benefit of testing services to your business											

**ACSI**

**SATIS.** Overall, how satisfied are you with USDA AMS services? Please use a scale from 1 to 10, where 1 is *very dissatisfied* and 10 is *very satisfied*?

	Very Dissatisfied 1	2	3	4	5	6	7	8	9	Very Satisfied 10
Overall Satisfaction with USDA AMS services										

**EXPECT** How well do the services from USDA AMS meet your expectations? Please use a scale from 1 to 10, where 1 means *falls short of expectations* and 10 means *exceeds expectations*.

	Falls Short Of Your Expectations 1	2	3	4	5	6	7	8	9	Exceeds Your Expectations 10
How well USDA AMS has met your expectations										

**IDEAL** How does USDA AMS compare to the ideal agency or organization that provides quality assessment, verification, or testing services? Please use a scale from 1 to 10, where 1 means *not very close to the ideal* and 10 means *very close to the ideal*.

	Not Very Close to the Ideal 1	2	3	4	5	6	7	8	9	Very Close to the Ideal 10

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USDA AMS compared to ideal agency or organization																			
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SAT\_OPEN [ASK IF ACS11 <= 6] You said your overall satisfaction for with USDA AMS services is a [INSERT RESPONSE AT Q3] out of 10. What could USDA AMS improve to better serve you? (Please be as specific as possible)

GRD\_SHLD From the list shown below, please select all the USDA Grademarks or Shields your organization uses? Select all that apply.

Beef Grademark	1	
Shell Egg Grademark	2	
Poultry Grademark	3	
USDA Process Verified	4	
Commodity (e.g. Contract Compliance)	5	
Other, please specify	6	
Don't Know	7	

GRD\_OPEN Is there any feedback from your customers on the USDA Grademarks or Shields that you would like to share? (Please be as specific as possible)

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Outcomes

On a scale from 1 to 10 where 1 means "Not at All Likely" and 10 means "Very Likely," please indicate how likely you are to:

		Not at All Likely 1	2	3	4	5	6	7	8	9	Very Likely 10	Don't Know
RECO M	Recommend USDA AMS services to others who may benefit from USDA AMS services											
CONTI	Continue to use USDA AMS services in the future											

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Demographics

DEM1. Would you be considered a small business by the U.S. Small Business Administration? Click [here](https://www.sba.gov/category/navigation-structure/contracting/contracting-officials/small-business-size-standards) for small business size standards. [Hyperlink - <https://www.sba.gov/category/navigation-structure/contracting/contracting-officials/small-business-size-standards>]

Yes	1	
No	2	

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Don't Know	3	
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Close

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LEARN If there are areas or services of USDA AMS you'd like to learn about, please list those below?

FINAL Please use the space below to provide any final comments you have regarding USDA AMS quality assessment, verification, or testing services?

We thank you for your time spent taking this survey. Your response has been recorded.