

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 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

Making Changes

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?

incorporated new questions to ask
key areas influence resource use
|s for quantifiable recommendations

Seasonal Needs

Re-launch or Re-design

Marketing Initiatives

Model Instance Name:
 BLS Full Site Measure
 MID: ZttZt14wgJ5BBdsll0xY8Q==
 Date: 6/10/2009

BLS Full Site Measure MODEL QUESTION LIST

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content (1=Poor, 10=Excellent, Don't Know)	Satisfaction (1=Poor, 10=Excellent)	Likelihood to Return (1=Not Very Likely, 10=Very Likely)
1 Please rate your perception of the accuracy of information on this site.	21 What is your overall satisfaction with this site?	24 How likely are you to return to this site ?
2 Please rate the quality of information on this site.	22 How well does this site meet your expectations ?	Recommend (1=Not Very Likely, 10=Very Likely)
3 Please rate the freshness of content on this site.	23 How does this site compare to your idea of an ideal website ?	25 How likely are you to recommend this site to someone else ?
Functionality (1=Poor, 10=Excellent, Don't Know)		
4 Please rate the usefulness of the features provided on this site.		
5 Please rate the convenience of the features on this site.		
6 Please rate the variety of features on this site.		
Look and Feel (1=Poor, 10=Excellent, Don't Know)		
7 Please rate the visual appeal of this site.		
8 Please rate the balance of graphics and text on this site.		
9 Please rate the readability of the pages on this site.		
Navigation (1=Poor, 10=Excellent, Don't Know)		
10 Please rate how well the site is organized .		
11 Please rate the options available for navigating this site.		
12 Please rate how well the site layout helps you find what you are looking for .		
13 Please rate the number of clicks to get where you want on this site.		
Search (1=Poor, 10=Excellent, Don't Know)		
14 Please rate the relevance of search results on this site.		
15 Please rate the organization of search results on this site.		
16 Please rate how well the search results help you decide what to select .		
17 Please rate how well the search feature helps you to narrow the results to find what you want.		
Site Performance (1=Poor, 10=Excellent, Don't Know)		
18 Please rate how quickly pages load on this site.		
19 Please rate the consistency of speed from page to page on this site.		
20 Please rate the ability to load pages without getting error messages on this site.		