

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
Data 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.

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<p>Welcome Text</p> <p>Thank you for visiting SBA.gov. You have been randomly selected to take part in this survey that is being conducted by ForeSee on behalf of the Small Business Administration. The feedback you provide will help us serve you better in the future. All results are strictly confidential.</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>Welcome Text - Tablet / Phone</p> <p>Thank you for visiting . 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.</p>
<p>Thank You Text</p> <p>Thank you for your time in completing this survey. Your input is very important and will help us improve our service to you through SBA.gov.</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 website.</p>	<p>Thank You Text - Tablet / Phone</p> <p>Thank you for taking our survey - and for helping us serve you better. We appreciate your input!</p>
<p>Example Desktop</p> <div style="border: 1px solid black; padding: 10px;"><p style="text-align: right;"></p><p style="text-align: center;">Customer Satisfaction Survey</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>	<p>Example Mobile</p> <div style="border: 1px solid black; padding: 10px;"><p style="text-align: right;"></p><p>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.</p><p>Required questions are denoted by an *</p><hr/><p>Thank you for taking our survey - and for helping us serve you better. We appreciate your input!</p><p style="text-align: center;"><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p><p style="text-align: center;"><small>ForeSee ForeSee Privacy Policy</small></p></div>

Model Name	SBA.gov V2	Red & Strike-Through: Delete	
Model ID	VEBQwh4VtJh5VRgoAwdxRQ4C	<u>Underlined & Italicized</u> : Re-order	
Partitioned	No	Pink: Addition	
Date	1/5/2018	Blue: Reword	
Model Version	V2		

Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
			Satisfaction		Recommend Company (1=Very Unlikely, 10=Very Likely)
		Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Recommend	How likely are you to recommend this site to a friend or colleague?
		Satisfaction - Expectations	How well does this site meet your expectations ? (1=Falls Short, 10=Exceeds)		
		Satisfaction - Ideal	How does this site compare to an ideal website ? (1=Not Very Close, 10=Very Close)		

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
JHR7786Q001			How easy was it for you to find what you were looking for on this site?	1=Not at all easy 2 3 4 5 6 7 8 9 Very easy=10		Y	Radio button, scale, no don't know		Ease of Use
JHR7786Q002			Please explain the rating you gave above.			N	Text area, no char limit		OE_Ease of Use
JHR7786Q003			Are you a business owner?	Yes No I am not currently, but looking to potentially become one		Y	Drop down, select one		Business Owner Opt
JHR7786Q004			How frequently do you visit this site?	First time Daily Weekly Monthly Less often		Y	Radio Button One Up Vertical		Visit Frequency
JHR7786Q005			Are you interested in providing additional feedback to SBA in the future? We respect your privacy and will not share your information.	Yes No	G	Y	Radio button, one-up vertical	Skip Logic Group*	Opt-In Follow Up
JHR7786Q006		G	Please provide your e-mail address. We may contact you in the future:			N	Text area, <100 characters	Skip Logic Group*	OE_Opt-In Follow Up