Survey Type	Always On			
Property		UAT:		
Targeting Logic	*ex: URL, page path, parameter*			
Page / Q. #	**Include / Exclude**	**Survey Text**	**Required?**	**Answer Type**

Answer Choices	**Condition**

Experience Cloud Field	**Notes**

Survey Type	Always On			
Property		UAT:		
Targeting Logic	*ex: URL, page path, parameter*			
Page / Q. #	**Include / Exclude**	**Survey Text**	**Required?**	**Answer Type**
1	Include	Please rate your agreement with the following statements about your visit to IRS Direct Pay today: This interaction increased my trust in the IRS.	Y	Scale 1-5
2	Include	I am satisfied with the service I received from IRS Direct Pay.	Y	Scale 1-5
3	Include	My need was addressed.	Y	Scale 1-5
3.1	Include	Why was your need not addressed? Please do NOT provide any personal information (name, Social Security number, etc.) in your response.	N	Text Area
4	Include	It was easy to complete what I needed to do.	Y	Scale 1-5
5	Include	It took a reasonable amount of time to do what I needed to do.	Y	Scale 1-5

6	Include	What is the reason for your payment today?	Y	Radio Buttons
7	Include	What features or benefits prompted you to use IRS Direct Pay? (Select all that apply.)	Y	Checkboxes
8	Include	Which methods have you previously used to submit payments to the IRS? (Select all that apply.)	Y	Checkboxes
9	Include	What would be your preferred choice of payment if Direct Pay was not available?	Y	Radio Buttons
10	Include	How likely are you to contact customer service as a result of your visit today?	Y	Scale 0-10
11	Include	What suggestions do you have to improve the existing IRS Direct Pay feature? Please do NOT provide any personal information (name, Social Security number, etc.) in your response.	N	Text Area

Answer Choices	**Condition**
1 = Strongly Disagree	
2 = Disagree	
3 = Neutral	
4 = Agree	
5 = Strongly Agree	
1 = Strongly Disagree	
2 = Disagree	
3 = Neutral	
4 = Agree	
5 = Strongly Agree	
1 = Strongly Disagree	
2 = Disagree	
3 = Neutral	
4 = Agree	
5 = Strongly Agree	
	If Strongly Disagree or Disagree selected in 3
1 = Strongly Disagree	
2 = Disagree	
3 = Neutral	
4 = Agree	
5 = Strongly Agree	
1 = Strongly Disagree	
2 = Disagree	
3 = Neutral	
4 = Agree	

5 = Strongly Agree	
Payment Plan or Installment Agreement	
Tax Return (balance due when filing)	
Estimated Tax	
Proposed Tax Asessment	
Extension	
Amended Return	
Other	
Online payment option	
No fees	
No registration	
Look up status, edit or cancel my payment	
None of the above	
Other	
This is my first time submitting payments to the IRS	Selecting this response should disable the remaining responses
IRS Direct Pay	
Paper process	
Online credit card payment	
Electronic Funds Transfer Payment System (EFTPS.gov)	
Electronic Fund Withdrawal (with e-file returns)	
Other	
Mail in check	
Pay in person	
Credit card	
Electronic Funds Transfer Payment System (EFTPS.gov)	
Pay when you e-file	
Don't know	
1=Very Unlikely, 10=Very Likely	

Experience Cloud Field	**Notes**
	A11 Trust
	A11 Satisfaction
	A11 Need
	A11 need
	All Ease
	A11 Efficiency

	Purpose

Survey Type	Intercept			
Property				
Targeting Logic	*ex: URL, page path, parameter*			

Page / Q. #	Include / Exclude	Survey Text	Required?	Answer Type

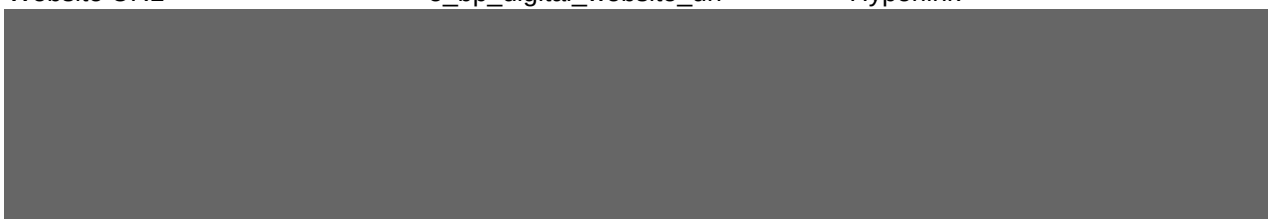
Answer Choices	Condition	Experience Cloud Field

Notes

See updated BPP spec here: https://docs.google.com/spreadsheets/d/1SumhmxFhmuGajNAclpmQqNfQoU

	MEDALLIA EXPERIENCE CLOUD	
MEC Name	**MEC Field ID**	**MEC Field Type**
App ID (Mobile)	e_bp_digital_mobile_app_id_auto	Autoindexed Text
App Version (Mobile)	e_bp_digital_mobile_app_version_a	Autoindexed Text
Browser Language	e_bp_digital_language_auto	Autoindexed Text
Browser Name	e_bp_digital_browser_name_auto	Autoindexed Text
Browser Version	e_bp_digital_browser_version_auto	Autoindexed Text
City	e_bp_digital_city_auto	Autoindexed Text
ClickTale Session URL	e_bp_digital_clicktale_session_url	Hyperlink
Country	e_bp_digital_country_auto	Autoindexed Text
Country Code	e_bp_digital_country_code_auto	Autoindexed Text
Decibel Insight Session URL	e_bp_digital_decibel_insight_sessic	Hyperlink
Device	e_bp_digital_device_hardware_type_auto	Autoindexed Text
Device ID (Mobile)	e_bp_digital_mobile_device_id_aut	Autoindexed Text
Device Marketing Name	e_bp_digital_device_marketing_name_auto	Autoindexed Text
Device Model	e_bp_digital_device_model_auto	Autoindexed Text
~~Device Model (Mobile)~~	~~e_bp_digital_mobile_device_model~~	~~Autoindexed Text~~
Device Vendor	e_bp_digital_device_vendor_auto	Autoindexed Text
Digital ID	e_bp_digital_unit	Unit
Digital Survey	e_bp_digital_itm_survey_alt	Alternative Set
Form ID	e_bp_digital_form_id_txt	Text
Form Name	e_bp_digital_form_name_txt	Text
Glassbox Session URL	e_bp_digital_glassbox_session_url	Hyperlink
Historical Data Flag	e_bp_historical_data_flag_yn	Enumerated
IP Address	e_bp_digital_ip_address_txt	Text
Is Mobile Device	e_bp_digital_device_is_mobile_yn	Enumerated
Is Mobile Phone	e_bp_digital_device_is_mobile_phone_yn	Enumerated
Is Tablet	e_bp_digital_device_is_tablet_yn	Enumerated
Language Locale	e_bp_digital_language_locale_txt	Text
Operating System	e_bp_digital_device_os_name_auto	Autoindexed Text
Origin Type	e_bp_digital_origin_type_auto	Autoindexed Text
~~OS Type (Mobile)~~	~~e_bp_digital_mobile_os_type_auto~~	~~Autoindexed Text~~
~~OS Version~~	~~e_bp_digital_device_os_version_auto~~	~~Autoindexed Text~~
~~OS Version (Mobile)~~	~~e_bp_digital_mobile_os_version_au~~	~~Autoindexed Text~~
Record Type - Digital All	e_bp_record_type_digital_all_yn	Enumerated
Record Type - Digital Medallia Digital (MD)	e_bp_record_type_digital_md_yn	Enumerated
Region	e_bp_digital_region_auto	Autoindexed Text
Screen Capture URL	e_bp_digital_screencapture_url	Hyperlink
Screen Resolution	e_bp_digital_device_screen_resolution_auto	Autoindexed Text
SDK Version (Mobile)	e_bp_digital_mobile_sdk_version_a	Autoindexed Text
SessionCam Session URL	e_bp_digital_sessioncam_session_	Hyperlink
Tealeaf Session URL	e_bp_digital_tealeaf_session_url	Hyperlink
Trigger Type	e_bp_digital_trigger_entity_type_auto	Autoindexed Text
Unique Record ID	e_bp_digital_response_id_txt	Text
URL Query Parameters	e_bp_digital_url_query_parameters_txt	Text

Usable Screen Resolution	n_resolution_auto	Autoindexed Text
UUID	e_bp_digital_uuid_txt	Text
Responsedate	e_responsedate	Datetime
User Replay Session URL	_url	Hyperlink
Full Story Session URL	e_bp_digital_full_story_session_url	Hyperlink
Quantam Metrics Session URL	ssion_url	Hyperlink
Website URL	e_bp_digital_website_url	Hyperlink



Development Cycle	k_bp_development_cycle_flag_combined_alt	Enumerated:1 - Development (Defa

JDaFUWs5d-PqgWIVDI/edit#gid=0 Included in Filter
Yes
Yes
Yes
Yes
Yes
Yes
No
Yes
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Yes
Yes
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~~Yes~~
Yes
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~~Yes~~
~~Yes~~
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Yes
No
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No
No
Yes

No

Status		yyyy-MM-dd				

Summary

This targeting specifications list the different targeting options for both the Always On (Buttor

Targeting Option	Targeting Dsecription	Always-On	General	Behavioral
Specific Device Type	Choose any combination of desktop, mobile and tablet.	mobile, and tablet	mobile, and tablet	mobile, and tablet
Include Customers on URLs	on your website to include intercept survey targeting for.	None	None	None
Exclude Customers on URLs	from intercept survey targeting.	None	None	None
Abandoning Customers	Target customers only as they intend to leave page, desktop only.	*N/A*	None	None
Number of Visits	Choose a specific customer visit number or minimum / maximum number of visits to trigger the intercept survey for (e.g. target only first visit, or only after sufficient usage).	*N/A*	None	None
Percentage of Visits	Target a representing set of the visitors. Choose a percentage of sessions on the website.	*N/A*	5.00%	5.00%
Time in Session	Target customers after a minimum time in the session (multiple pages can be visited).	*N/A*	300 seconds	300 seconds
Number of Pages Viewed in Visit	the first page visited or only after sufficient usage).	*N/A*	None	None
Time on Page	Target customers only after a minimum time on the page.	*N/A*	30 seconds	30 seconds
Don't invite a customer that declined a historical invite	feedback in the selected timeframe.	*N/A*	21 days	21 days
Don't invite a customer that provided feedback	already provided feedback in the selected timeframe.	*N/A*	90 days	90 days
Custom Targeting Rules	custom parameters (customer data).		None	None

) strategic
Key
Do you want to
Required, to
Are there any
How to focus on seemingly points of failures in flow (abandoning page, straight from usage advice)?
Do we want to focus on new or returning customers (average yearly metric of returning visitors required for reference)? What impacts the returning customer metrics?
What is the desired volume of digital feedback? What constitutes a significant response sample size?
What defines sufficient usage for customers visiting the website (average metric required for reference)? How to ensure customers are not overly interrupted?
What defines
What defines
Digital specific
Digital specific
Do we have