AMERICAN CUSTOMER SATISFACTION INDEX

E-GOVERNMENT SATISFACTION INDEX

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Commentary and Analysis by Larry Freed
President and CEO, ForeSee Results

CITIZEN SATISFACTION DROPS SLIGHTLY AS FLAT TREND CONTINUES

Citizen satisfaction with federal government websites has declined 0.5% this quarter to an aggregate score of 73.3. This is the lowest aggregate e-government score measured since second quarter 2005. Despite this quarter's slight drop, the overall trend is flat, with the aggregate e-government satisfaction score hovering between 73.3 and 74 for the past nine quarters.

For a number of very valid reasons – lack of budget, constricted resources, competing priorities, etc.– many federal government websites struggle to realize significant gains in satisfaction or catch up to private sector levels of online satisfaction.

However, there are some bright spots in the world of e-government. Compared to last quarter, 37% of federal government websites included in the study have higher scores; 37% declined and 27% stayed the same. Also notable are the 19 sites that are classified as "top performers" with scores of 80 or above. These 19 top performers span nine departments (or equivalent independent agency, corporation, administration), and are led by two Social Security Administration sites: Internet Social Security Benefits Application and Help with Medicare Prescription Drug Plan Costs. Their respective scores of 88 and 87 put them in the elite company of online private sector satisfaction leaders like Amazon.com and Barnes & Noble.

According to Errol Hau, Senior Director of Government Markets at ForeSee Results, top-performing sites have several things in common. "We've seen that sites that really excel at satisfying citizens have strong management support and sufficient resources to dedicate to citizen-centric improvements and enhancements. These top-performing sites also maintain a laser focus on meeting the needs of their public, another key success factor."

This quarter, the number of sites measured by the ACSI has risen by almost 10% to 91. These sites are divided into four functional categories: portals/department main sites, information/ news sites, career/recruitment sites and e-commerce/transactional sites.

We also looked at the sites by three structural categories: department-level, agency-level and program sites.

Note: All scores published in this report are 90-day average satisfaction scores from data gathered from May 6 – August 5, 2007.

THE ACSI METHODOLOGY

The ACSI E-Government Satisfaction Index is a special quarterly report of the ACSI, which is produced by the University of Michigan in partnership with the American Society for Quality (ASQ), ForeSee Results and the CFI Group. The ACSI is a cross-industry measure of offline customer satisfaction that measures the performance of approximately 200 private sector companies, as well as many government agencies. ForeSee Results collects and ana-lyzes the data for the e-government websites included in the report.

ACSI e-government scores were calculated based on data gathered from voluntary online surveys of randomly selected site visitors. Each government website was rated by its visitors on various components of overall satisfaction. The ratings were converted to a score on a 100-point scale using the ACSI methodology.

The ACSI methodology identifies key drivers of satisfaction and quantifies their relationship to overall customer satisfaction. Going further, this cause-and-effect methodology predicts how customers will behave in the future and demonstrates the impact of website enhancements on customer satisfaction, customer behavior and ultimately, the bottom line.

COMPARISONS TO OTHER ACSI SCORES

Citizens' perceptions of the government sites they visit are shaped by their experiences at other private and public sector sites. Therefore, a comparison to comparable private sector industries can be instructive. The chart below shows that satisfaction with government websites lags the aggregate score for e-business (news/information sites, search engines and portals) and more significantly lags behind the e-commerce sector (online retail, travel, auction and brokerage sites).

Comparison of ACSI E-Government and Online Private Sector Scores	Aggregate Score
e-Government Q3 2007	73.3
e-Business Q2 2007	75.2
e-Commerce Q4 2006	80.0

E-retail and e-business sites are measured once a year; e-government is measured every quarter.
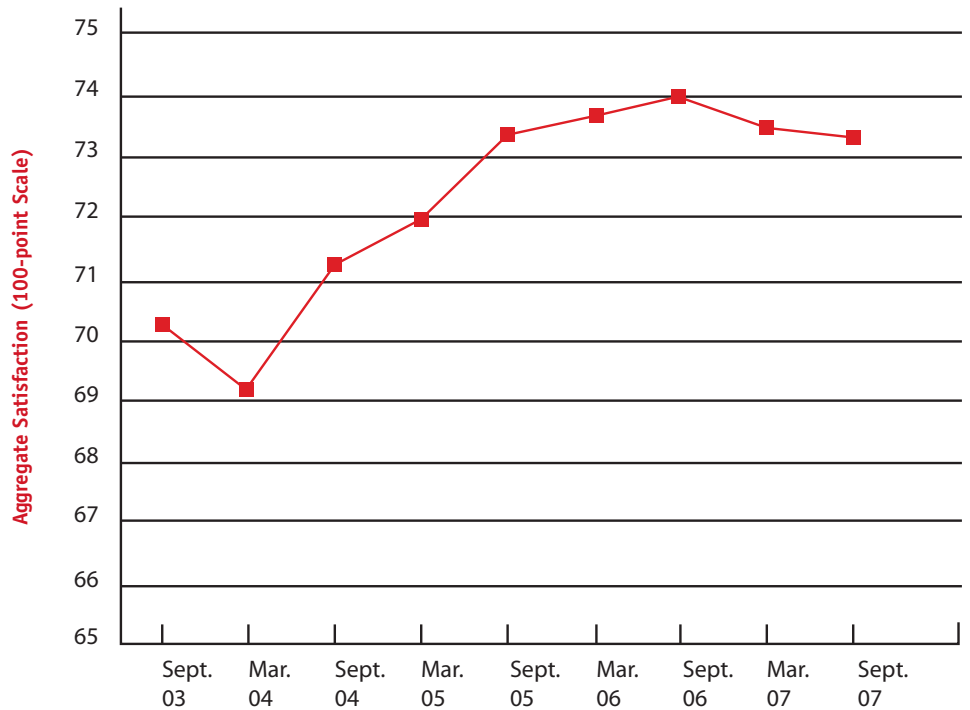
E-GOVERNMENT SATISFACTION OVER TIME

The chart below shows the trend in citizen satisfaction with government websites from 3rd quarter 2003 through 3rd quarter 2007.

TOP-PERFORMING GROUP INCLUDES 19 SITES THAT EXCEL AT SATISFYING CITIZENS ONLINE

Despite the flat trend in citizen satisfaction, some websites continue to excel. This quarter, 21% of sites have scores of 80 or higher, up from 18% in the second quarter of 2007.

E-Government US Agency/ Department/Office	Website	Score 09/07
Social Security Administration	Internet Social Security Benefits Application https://s044a90.ssa.gov/apps6a/ISBA/main.html	88
Social Security Administration	Help with Medicare Prescription Drug Plan Costs https://s044a90.ssa.gov/apps6z/i1020/main.html	87
National Library of Medicine, National Institutes of Health, HHS	MedlinePlus http://medlineplus.gov	85
National Library of Medicine, National Institutes of Health, HHS	MedlinePlus en español http://medlineplus.gov/esp/	85
Social Security Administration	Social Security Business Services Online http://www.ssa.gov/bso/bsowelcome.htm	84
National Institute of Diabetes and Digestive & Kidney Diseases, NIH	NIDDK http://www2.niddk.nih.gov/	84
General Services Administration	Federal Citizen Information Center www.pueblo.gsa.gov/	83
National Cancer Institute, National Institutes of Health, HHS	National Cancer Institute main website www.cancer.gov	82
National Library of Medicine, National Institutes of Health, HHS	AIDSinfo http://aidsinfo.nih.gov/	82
Pension Benefit Guaranty Corporation	MyPBA https://egov.pbgc.gov/mypba	82
General Services Administration	GobiernoUSA.gov website www.gobiernousa.gov	81
National Cancer Institute, National Institutes of Health, HHS	National Cancer Institute Site en Español www.cancer.gov/espanol	81
Office of Science Education, National Institutes of Health, HHS	OSE main website http://science-education.nih.gov/	81
Central Intelligence Agency	Recruitment website http://www.cia.gov/employment	81
Center for Nutrition Policy Promotion, Agriculture	MyPyramid Website www.MyPyramid.gov	81
Centers for Disease Control and Prevention	CDC main website www.cdc.gov	81
National Institute of Arthritis and Musculoskeletal and Skin Diseases, National Institutes of Health, HHS	NIAMS Public Website http://www.niams.nih.gov/index.htm	80
United States Mint, Treasury	Online Catalog http://catalog.usmint.gov	80
Office on Women's Health	National Women's Health Information Center (NWHIC) main website www.4woman.gov	80

The Internet Social Security Benefits Application (https://s044a90.ssa.gov/apps6a/ISBA/main.html) has the highest score: an 88, the same as last quarter. This is one of three Social Security Administration sites with scores of 80 or above. Seven of the other sites in the top tier are from the National Institutes of Health.

ACSI-measured satisfaction has been linked scientifically to desirable future behaviors like loyalty and word of mouth. This link is proven again with e-government sites, making clear the importance of optimizing citizen satisfaction online. Satisfied site visitors are:

• Sources of positive "word of mouth" marketing for the site: Visitors to top-performing sites are 19% more likely to recommend the site than are visitors to the bottom-scoring group (aggregate score of 86 vs. 72)

• More frequent visitors: Citizens on sites with scores of 80 or higher are 13% more likely to return to the site than are visitors to sites with scores of 70 or below (aggregate score of 88 vs. 78)

• Choosing the convenience of the web channel: Visitors to the top-performing sites are 13% more likely to choose the site as a primary resource (often over more costly offline channels) than are visitors to low-performing sites (aggregate score of 80 vs. 71)

BEST PRACTICES FOR TOP PERFORMING SITES
by Errol Hau, Senior Director of Government Markets

Data and anecdotal evidence show that sites that achieve top performer status with satisfaction scores of 80 or above have several things in common.

• **Total commitment to meeting the public's diverse needs:** Many government sites serve diverse publics, which can be challenging. Sites with high citizen satisfaction have learned how to use customer satisfaction analytics to first identify who is visiting their site, then customize the online content to serve the needs of their multiple stakeholders. The high scores for content obtained by top-performing sites are proof of their success in this area.

• **Recognition by management of the web's strategic value:** Many top-performing sites report having top-down support by management, with recognition by the agency or department director of the strategic value of the online channel. While many high-scoring sites face the familiar challenges of limited budget, staff and time, the fact that they're supported fully by management enables them to better meet citizens' needs.

• **Use of "voice of citizen" data as an improvement tool:** Sites that do a great job from the perspective of their users view citizen satisfaction as more than just a metric. They use data gathered via the reliable and scientific methodology of the ACSI to make both small and large-scale improvements to their sites to keep ahead of citizens' continually evolving needs. While still challenged by search and navigation like government sites as a whole, top-performing sites outperform the e-government average in these key satisfaction drivers.

• **Focus on the mission of citizen service:** Sites that excel at meeting the needs of the public consider efficient and effective citizen service to be their mission. Because they put citizens' needs at the core of all they do, these top-performing sites score well above average in all of the elements measured by the ACSI methodology.

No matter what a federal website's score or ultimate mission, it is clear that these four factors are the cornerstone of building a truly superior e-government website.

SEARCH REMAINS A TOP PRIORITY

In order to arrive at an overall satisfaction score for each federal government website, the ACSI methodology uses an equation that takes into account satisfaction with many different elements of the website experience, including search, navigation, and functionality. The ACSI methodology has the unique ability to prioritize these elements according to which have both the lowest scores and the biggest impact on satisfaction. The impact of satisfaction on loyalty and word of mouth is also prioritized.

- Seventy-nine percent of e-government sites cited search as their first or second most important priority, a decrease from 89% last quarter.

- Nearly half of all sites measured have functionality as a top priority.

- Tasks and transactions, which is only measured for the 10 transactional sites in the index, is a high priority for 80% of them.

CAREER/RECRUITMENT CATEGORY HAS HIGHEST SCORE AND HIGHEST SCORE INCREASE FROM LAST QUARTER

The table below shows aggregate citizen satisfaction with each of the four functional categories of sites. The smallest category, the five-site recruitment/career category, has both the highest aggregate score (77.2) and the biggest increase from last quarter 0.9%. While the e-commerce/transactions category has the second highest score (74.6), it suffers the largest decline from last quarter, 2.9%, primarily due to the addition of some new sites with below-average scores.

Category	Q2 2007	Q3 2007	Quarter over Quarter % Change
E-commerce/Transactions	76.8	74.6	-2.9%
Portals/Department Main Sites	72.6	73.0	0.6%
News/Information	73.2	72.7	-0.7%
Career/Recruitment	76.5	77.2	0.9%

NEWS/INFORMATION SITES

The 49 sites in the news/information category have an aggregate score this quarter of 72.7, down .7% from last quarter's score of 73.2. Scores in this category span a 30-point range: from 55 to a high score of 85 for both the English and Spanish-language versions of MedlinePlus.

Search remains a big issue for news/information sites, which offer a wealth of content to citizens on topics ranging from health information to careers to food safety. While search is cited as top priority (the first or second most important element driving satisfaction) for 85% of news/information sites, this is a decrease from last quarter, when 94% identified search as top priority.

One-third (33%) of sites in this category have higher scores now than last quarter, while 47% dropped and 21% stayed the same.

One site showing strong improvement from last quarter is the Commerce Department's Bureau of Economic Analysis (http://www.bea.gov), which saw an impressive four-point increase in citizen satisfaction since last quarter based on a user-guided redesign of the site.

Citizen feedback captured on the site indicated a need for improvements in the areas of navigation, search and look and feel, all issues commonly faced by government sites. To address these challenges, BEA introduced an updated design featuring navigation tabs. Additional changes included consistently positioning the search box in the top right spot for all pages, regrouping the left-hand navigation items and reformatting the main content on each page into one column.

Citizen satisfaction measurement provides the Bureau of Economic Analysis with an ongoing tool for assessing the effectiveness of the changes and making additional refinements as necessary.

The Treasury Department's Financial Management Service (www.fms.treas.gov) also saw its score go up four points from last quarter. Over the past two years, FMS has made a number of changes to the site, including refining the search engine and navigation structure, and adding a first-time visitors' page. Along with seasonal fluctuations in the score, these citizen-influenced changes were a factor in the higher score this quarter.

INFO/NEWS

Category	E-Government US Agency/Department/Office	Score 09/07
National Library of Medicine, National Institutes of Health, HHS	MedlinePlus http://medlineplus.gov	85
National Library of Medicine, National Institutes of Health, HHS	MedlinePlus en español http://medlineplus.gov/esp/	85
National Institute of Diabetes and Digestive & Kidney Diseases, NIH	NIDDK http://www2.niddk.nih.gov/	84
General Services Administration	Federal Citizen Information Center www.pueblo.gsa.gov/	83
National Library of Medicine, National Institutes of Health, HHS	AIDSinfo http://aidsinfo.nih.gov/	82
National Cancer Institute, National Institutes of Health, HHS	National Cancer Institute Site en Español www.cancer.gov/espanolwww.cancer.gov/espanol	81
NHS Office of Science Education	OSE main website http://science-education.nih.gov/	81
Center for Nutrition Policy Promotion, Agriculture	MyPyramid Website www.MyPyramid.gov	81
Office on Women's Health	National Women's Health Information Center (NWHIC) main website www.4woman.gov	80
Bureau of Labor Statistics	BLS Occupational Outlook Handbook http://www.bls.gov/oco/	79

National Criminal Justice Reference Service, Justice	NCJRS website www.ncjrs.gov	79
National Library of Medicine, National Institutes of Health, HHS	TOXNET http://toxnet.nlm.nih.gov	78
Department of Justice	President's DNA Initiative http://www.dna.gov	78
National Institute on Drug Abuse, National Institutes of Health, HHS	NIDA main website www.drugabuse.gov	78
NIH Senior Health, National Institutes of Health, HHS	NIH Senior Health http://nihseniorhealth.gov	77
General Services Administration	Consumer Action Website, Federal Citizen Information Center http://www.consumeraction.gov	77
National Women's Health Information Center	Girls Health www.girlshealth.com	76
Federal Motor Carrier Safety Administration	FMCSA Protect Your Move http://www.protectyourmove.gov	76
National Institute of Justice, Justice	NIJ main website http://www.ojp.gov/nij	76
Department of Justice	Office of Community Oriented Policing Services http://www.cops.usdoj.gov/	75
Bureau of Economic Analysis, Commerce	BEA main website http://www.bea.gov	75
National Archives & Records Administration	NARA Presidential Library websites http://archives.gov/presidential_libraries/index.html	75
Bureau of Educational and Cultural Affairs, State	State Alumni website https://alumni.state.gov	74
Office for Victims of Crime, Department of Justice	OVC website www.ovc.gov	74
U.S. Department of Commerce	National Geodetic Society, National Oceanic and Atmospheric Administration website http://www.ngs.noaa.gov/	74
National Library of Medicine, HHS	ClinicalTrials.gov http://ClinicalTrials.gov	73
Department of State	U.S. Department of State Education USA http://educationusa.state.gov	73
National Institute on Drug Abuse, National Institutes of Health, HHS	NIDA for Teens website http://teens.drugabuse.gov/	72
Agency for Healthcare Research & Quality, HHS	Agency for Healthcare Research and Quality www.ahrq.gov	72
Federal Deposit Insurance Corporation	FDIC Applications www2.fdic.gov	72
International Information Programs, State	IIP main website http://usinfo.state.gov	72
Economic Research Service, Agriculture	ERS main website www.ers.usda.gov	71
Social Security Administration	Social Security Online: Answers to Your Questions http://ssa-custhelp.ssa.gov	71

E-Government US Agency/Department/Office	Website	Score
U.S. Nuclear Regulatory Commission	U.S. Nuclear Regulatory Commission website www.nrc.gov	70
National Agricultural Library, Agriculture	NAL main website www.nal.usda.gov	70
Financial Management Service, Treasury	Financial Management Service www.fms.treas.gov	69
Foreign Agricultural Service, Agriculture	FAS main website www.fas.usda.gov	68
Environmental Protection Agency	ENERGY STAR Building & Plants Website http://www.energystar.gov/index.cfm?c=business.bus_index	68
Department of the Treasury, Alcohol and Tobacco Tax and Trade Bureau	USTTB website www.ttb.gov	67
Bureau of Cultural Affairs, State	Bureau of Educational and Cultural Affairs website http://exchanges.state.gov/	67
Cooperative State Research, Education, and Extension Service, Agriculture	CSREES main website www.csrees.usda.gov	64
Forest Service, Agriculture	Forest Service main website http://www.fs.fed.us	62
National Archives & Records Administration	NARA AAD - Access to Archival Databases www.archives.gov/aad/index.html	61
Natural Resources Conservation Service, Agriculture	NRCS website http://www.nrcs.usda.gov	60
Federal Emergency Management Agency, Homeland Security	National Flood Insurance Program http://www.fema.gov/business/nfip/	60
General Services Administration	GSA E-Library http://www.gsaelibrary.gsa.gov/ElibMain/ElibHome	58
Federal Emergency Management Agency, Homeland Security	FEMA Map Service Center http://store.msc.fema.gov	57
Military Health System, Defense	TRICARE www.tricare.osd.mil/	55

PORTALS/DEPARTMENT MAIN SITES

The portals/department main site category contains 25 sites. The category's average score of 73 is up .6% from last quarter's 72.6. Scores range from 61 to 82 for the National Cancer Institute's main website (www.cancer.gov).

Sites in the portals/department main sites category struggle with search, functionality and navigation. Search is a high priority for 67% of sites, functionality for 52% and navigation for 48%.

In this category, scores decreased for 43% of sites, increased for 38% and stayed flat for 19%.

E-Government US Agency/Department/Office	Website	Score 09/07
National Cancer Institute, National Institutes of Health, HHS	National Cancer Institute main website www.cancer.gov	82
General Services Administration	GobiernoUSA.gov website www.gobiernousa.gov	81

Centers for Disease Control and Prevention	CDC main website www.cdc.gov	81
National Institute of Arthritis and Musculoskeletal and Skin Diseases, National Institutes of Health, HHS	NIAMS Public Website http://www.niams.nih.gov/index.htm	80
National Parks Service, Interior	National Parks Service main website www.nps.gov	79
National Aeronautics and Space Administration	NASA main website www.nasa.gov	79
United States Mint, Treasury	U.S. Mint main website www.usmint.gov	79
National Library of Medicine, HHS	NLM main website www.nlm.nih.gov	76
National Institute for Standards and Technology	National Institute for Standards and Technology main website www.nist.gov	74
U.S. Small Business Administration	SBA main website www.sba.gov	73
Federal Deposit Insurance Corporation	FDIC main website www.fdic.gov	72
General Services Administration	USAGov website www.usa.gov	72
Social Security Administration	Social Security Online (Main Website) www.socialsecurity.gov/	72
United States Access Board	Access Board http://www.access-board.gov	72
Government Accountability Office	GAO main public website www.gao.gov	71
Internal Revenue Service, Treasury	IRS main website www.irs.gov	71
Substance Abuse and Mental Health Services Administration, HHS	SAMHSA website www.samhsa.gov	71
Small Business Administration	Business Gateway www.business.gov	70
Department of the Treasury	Treasury main website www.treasury.gov	69
General Services Administration	GSA main website www.gsa.gov	69
Department of Veterans Affairs	VA Main website www.va.gov	68
Department of State	Department of State main website www.state.gov	68
Pension Benefit Guaranty Corporation	PBGC main website www.pbgc.gov	67
National Archives & Records Administration	NARA main public website www.archives.gov	66
General Services Administration	Forms.gov www.forms.gov	61

E-COMMERCE/TRANSACTION SITES

The 12 sites in this category have an aggregate third quarter 2007 score of 74.6, down 2.9% from last quarter's score of 76.8. This category has the largest range of scores; 40 points separate the lowest-scoring site from the high score of 88, earned by the Internet Social Security Benefits Application (https://s044a90.ssa.gov/apps6a/ISBA/main.html).

From last quarter, 36% of federal government e-commerce sites' scores rose, 36% stayed the same and 27% declined. The e-commerce/transaction category is the only one where more sites have higher scores this quarter than last. The Pension Benefit Guaranty Corporation's MyPBA (https://egov.pbgc.gov/mypba) had the greatest quarter-over-quarter increase in the category, three points, based on a series of incremental improvements to the site.

E-commerce/transactional sites enable citizens and government employees to apply for benefits, purchase collectible currency and buy approved goods and services, among other things. As might be expected for sites with this type of functionality, the top priority element is tasks and transactions, which assesses, among other things, the ease of completing transactions on the site.

ECOMMERCE/TRANSACTIONS

Category	E-Government US Agency/Department/Office	Score 09/07
Social Security Administration	Internet Social Security Benefits Application https://s044a90.ssa.gov/apps6a/ISBA/main.html	88
Social Security Administration	Help with Medicare Prescription Drug Plan Costs https://s044a90.ssa.gov/apps6z/i1020/main.html	87
Social Security Administration	Social Security Business Services Online http://www.ssa.gov/bso/bsowelcome.htm	84
Pension Benefit Guaranty Corporation	MyPBA https://egov.pbgc.gov/mypba	82
United States Mint, Treasury	Online Catalog http://catalog.usmint.gov	80
SSA Retirement Planner	Social Security Retirement Planner www.socialsecurity.gov/r&m1.htm	75
Social Security Administration	Social Security Internet Disability Report http://www.ssa.gov/applyfordisability/	73
General Services Administration	GSA Advantage website https://www.gsaadvantage.gov	72
General Services Administration	GSA Global Supply website https://www.globalsupply.gsa.gov	70
General Services Administration	GSA E-Buy http://www.ebuy.gsa.gov	69
Department of the Treasury, Bureau of the Public Debt	TreasuryDirect www.treasurydirect.gov	68
Federal Emergency Management Agency, Homeland Security	FEMA Map Modernization http://www.fema.gov/plan/prevent/fhm/mm_main.shtm	48

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CAREER/RECRUITMENT SITES

The five sites in this category have the highest score in the index: 77.2. This is an increase of 0.9% from last quarter's score of 76.5, and it puts the category's score back at historically high levels after a slight dip last quarter.

Scores range from 74 to 81 for the Central Intelligence Agency's recruitment website (http://cia.gov/employment). From last quarter, two sites have higher scores, two are lower and one site's score remains the same.

Navigation, followed by job descriptions, are the top priority elements for the sites that measure them.

The Department of State's Recruitment website (careers.state.gov) has seen a three-point increase from last quarter following a relaunch of the site in July. Based on "voice of citizen" input, the Department of State "flattened out" the site so that users can get to the information they want with fewer clicks. Other improvements to the site include making it easier for site visitors to find information on open jobs.

CAREER/RECRUITMENT

E-Government US Agency/ Department/Office	Website	Score 09/07
Central Intelligence Agency	Recruitment website http://www.cia.gov/employment	81
Military Community and Family Policy Office, Defense	Military Spouse Career Center http://www.military.com/spouse/	79
Department of Labor	Department of Labor Job Listings www.doors.dol.gov	76
Office of Personnel Management	Recruitment website www.usajobs.opm.gov	76
Department of State	Recruitment website careers.state.gov	74

CITIZENS MOST SATISFIED WITH PROGRAM SITES

In addition to looking at sites by the four functional categories, we also analyzed customer satisfaction data by the three organizational categories that match the way the federal government is structured: department sites (including independent agencies, corporations, administrations, etc.) agency sites (all entities that fall directly below a department or equivalent organization) and program sites (all others).

While the aggregate score for program sites fell 3.4% from last quarter because of the addition of several lower-scoring websites, this category maintains the highest score: 74.5.

Q2 20007	Q3 2007	% Change	
Department Sites	69.9	70.8	1.3%
Agency Sites	73.4	73.4	0%
Program Sites	77.1	74.5	-3.4%

SATISFACTION STARTS WITH DEPARTMENT SITES

Citizen satisfaction often starts with providing a satisfying online experience at the department level. The table below shows the satisfaction scores for the 14 department and department-level sites included in the benchmark. Scores range from 66 to 79 with the main website for NASA (www.nasa.gov) on top for the third consecutive quarter with a score of 79.

None of the department-level sites have achieved the "top performer" score of 80 or above, indicating an opportunity for improvement at these top-tier government websites. Of course, department-level sites face specific challenges, such as often serving as the gateway to other sites.

E-Government US Agency/Department/Office	Website	Satisfaction 09/07
National Aeronautics and Space Administration	NASA main website www.nasa.gov	79
National Institute for Standards and Technology	National Institute for Standards and Technology main website www.nist.gov	74
U.S. Small Business Administration	SBA main website www.sba.gov	73
Federal Deposit Insurance Corporation	FDIC main website www.fdic.gov	72
Social Security Administration	Social Security Online (Main Website) www.socialsecurity.gov/	72
United States Access Board	Access Board http://www.access-board.gov	72
Government Accountability Office	GAO main public website www.gao.gov	71
U.S. Nuclear Regulatory Commission	U.S. Nuclear Regulatory Commission website www.nrc.gov	70
Department of the Treasury	Treasury main website www.treasury.gov	69
General Services Administration	GSA main website www.gsa.gov	69
Department of Veterans Affairs	VA Main website www.va.gov	68
Department of State	Department of State main website www.state.gov	68
Pension Benefit Guaranty Corporation	PBGC main website www.pbgc.gov	67
National Archives & Records Administration	NARA main public website www.archives.gov	66

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SOCIAL SECURITY ADMINISTRATION
TOPS DEPARTMENT RANKINGS

This quarter, the Social Security Administration has the highest aggregate score for departments with five or more sites in the index. Its score of 78.7 barely inches out the Department of Health & Human Services with a score of 78.6.

Department	Q3 2007
Social Security Administration	78.7
Department of Health & Human Services	78.6
Department of State	71.3
General Services Administration	71.2
Department of Treasury	71.9
Department of Agriculture	68.3

CONCLUSION

Citizen satisfaction with federal government websites has hit a plateau, and government departments and agencies must recommit the resources and attention to better meeting the needs of their publics…or eventually they will pay the price in decreased satisfaction. Of course, the first step to meeting citizens' needs is to know what they are, so all sites that take the initiative to measure citizen satisfaction should be commended.

Government websites face many challenges in terms of limited time, budget and staff, and often compete with other priorities. Despite these challenges, there is a fairly significant group of top-performing sites that has managed to excel at meeting the needs of site visitors. Their success should provide inspiration that meeting and exceeding the needs of the online public is an attainable goal.

ABOUT THE AUTHOR

Larry Freed is an expert on Web Effectiveness and Web Customer Satisfaction. He is also President and CEO of ForeSee Results, a market leader in customer satisfaction measurement on the web, which utilizes the methodology of the American Customer Satisfaction Index.

ABOUT THE ACSI

The American Customer Satisfaction Index (ACSI) is the only uniform, national, cross-industry measure of satisfaction with the quality of goods and services available in the United States. In 1999, the Federal government selected the ACSI to be a standard metric for measuring citizen satisfaction. Over 100 Federal government agencies have used the ACSI to measure citizen satisfaction of more than 200 services and programs. The Index is produced by the University of Michigan in partnership with the American Society for Quality (ASQ) and CFI Group, an international consulting firm. ForeSee Results sponsors the e-commerce, e-business and e-government indices.

For More Information

1.800.621.2850

www.ForeSeeResults.com

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ABOUT FORESEE RESULTS, INC.

ForeSee Results is the market leader in online customer satisfaction measurement and management and specializes in converting satisfaction data into user-driven web development strategies. Using the methodology of the University of Michigan's American Customer Satisfaction Index (ACSI), ForeSee Results has created a model that scientifically quantifies the elements that drive online customer satisfaction and predicts future behaviors, including the likelihood to return to the site or recommend the site to others. ForeSee Results, a privately held company located in Ann Arbor, Michigan, can be found online at www. ForeSeeResults.com.

ABOUT THE FEDERAL CONSULTING GROUP

The Federal Consulting Group, a franchise of the Department of the Treasury, serves as the executive agent in the government for the American Customer Satisfaction Index (ACSI), and holds generic clearance from the Office of Management and Budget that enables agencies to utilize the ACSI without having to obtain a separate clearance under the Paperwork Reduction Act to conduct customer satisfaction surveys. Agencies can participate in the ACSI through an arrangement between the Federal Consulting Group and ForeSee Results.

For More Information

1.800.621.2850

www.ForeSeeResults.com

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