MEASURE SATISFACTION.

FORESEE RESULTS.

American Customer Satisfaction Index User Group

March 27th, 2006

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CEO/President
ForeSee Results
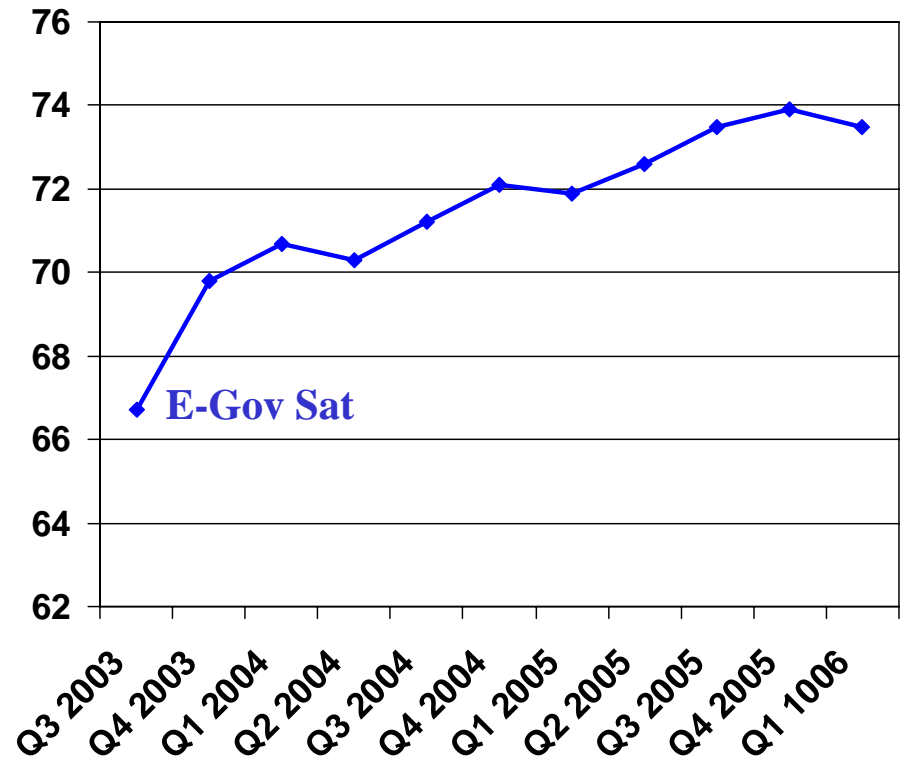
ACSI E-Gov Index Trends

- **Trends: Scores**
  - Q1 2006   73.5
  - Q4 2005   73.9
  - Q3 2005   73.5
  - Q2 2005   72.6
  - Q1 2005   71.9
  - Q4 2004   72.1
  - Q3 2004   71.2
  - Q2 2004   70.3
  - Q1 2004   70.7
  - Q4 2003   69.8
  - Q3 2003   66.7
- **Year over Year**
  - 2.2%
- **Quarter over Quarter**
  - -0.5%

E-Gov Sat

91 Participating Sites

Year over Year Increase

- 7 successive quarters of year over year increases

Q1 2006 ---------- Q1 2005	Q4 2005 ---------- Q4 2004	Q3 2005 --------- Q3 2004	Q2 2005 --------- Q2 2004	Q1 2005 ---------- Q1 2004	Q4 2004 ---------- Q4 2003	Q3 2004 --------- Q3 2004
73.5	73.9	73.5	72.6	71.9	72.1	71.2
71.9	72.1	71.2	70.3	70.7	69.8	66.7
2.2%	**2.5%**	**3.2%**	**3.3%**	**1.7%**	**3.3%**	**6.7%**

How Are We Changing?

- Quarter over Quarter Satisfaction Scores
  - 33% of sites improved (37% last quarter)
  - 35% of sites declined (38% last quarter)
  - 33% of sites unchanged
- Year over Year Satisfaction Scores
  - 45% of sites improved (43% last quarter)
  - 35% of sites declined (38% last quarter)
  - 20% of sites unchanged
- Since Being Measured
  - 47% of sites improved (44% last quarter)
  - 43% of sites declined (44% last quarter)
  - 10% of sites unchanged

➢ **Rising standards of Citizens**

ACSI E-Gov Index Categories – Qtr over Qtr

	Q4 2005	Q1 2006	Change
Q2 2004 ACSI E-Government Satisfaction Index	**73.9**	**73.5**	-0.5%
E-Commerce	75.3	74.1	-1.6%
Information/News	73.3	72.7	-0.8%
Portal/Department Main Website	74.2	74.5	0.8%
Recruitment/Careers	76	77	1.2%

ACSI E-Gov Index Categories: Year over Year

	Q1 2005	Q1 2006	Change
Q2 2004 ACSI E-Government Satisfaction Index	**71.9**	**73.5**	2.2%
E-Commerce	71.3	74.1	3.9%
Information/News	71.5	72.7	1.7%
Portal/Department Main Website	71.9	74.5	3.6%
Recruitment/Careers	77.7	77	1.2%

Departments or Agencies

	Q4 2005	Q1 2006	Change
Social Security Administration	79	78.9	-0.1%
National Institute of Health (part of HHS)	78.2	76.7	-1.9%
Health & Human Services	78	76.8	-1.5%
Department of State	72.1	72.4	0.4%
GSA	71.5	70	-2.1%
USDA	68.5	67.6	-1.3%
Treasury	68.3	69.7	2.0%

Distribution of Scores

	80s	70s	60s	50s
Q1 2006 Satisfaction	14	57	17	3
Q4 2005 Satisfaction	16	54	15	4
Q3 2005 Satisfaction	13	49	13	4
Q2 2005 Satisfaction	8	38	14	2
Q1 2005 Satisfaction	6	30	12	3
	80s	**70s**	**60s**	**50s**
Q1 2006 Satisfaction	15%	63%	19%	3%
Q4 2005 Satisfaction	18%	61%	17%	4%
Q3 2005 Satisfaction	16%	62%	16%	5%
Q2 2005 Satisfaction	13%	61%	23%	3%
Q1 2005 Satisfaction	12%	59%	23%	6%

Distribution of Scores

Legend:
- Q1 2006 Satisfaction
- Q4 2005 Satisfaction
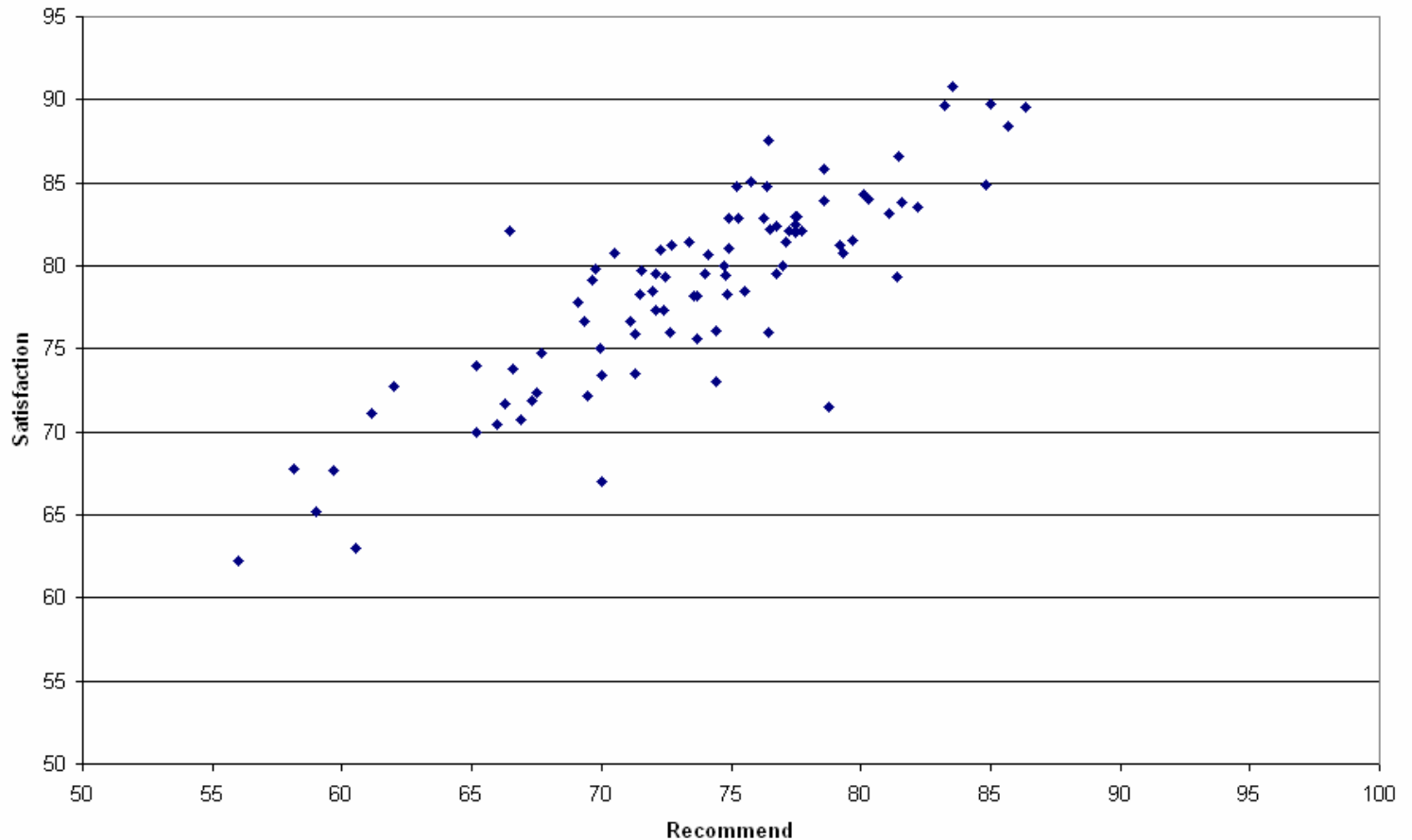- Q3 2005 Satisfaction
- Q2 2005 Satisfaction
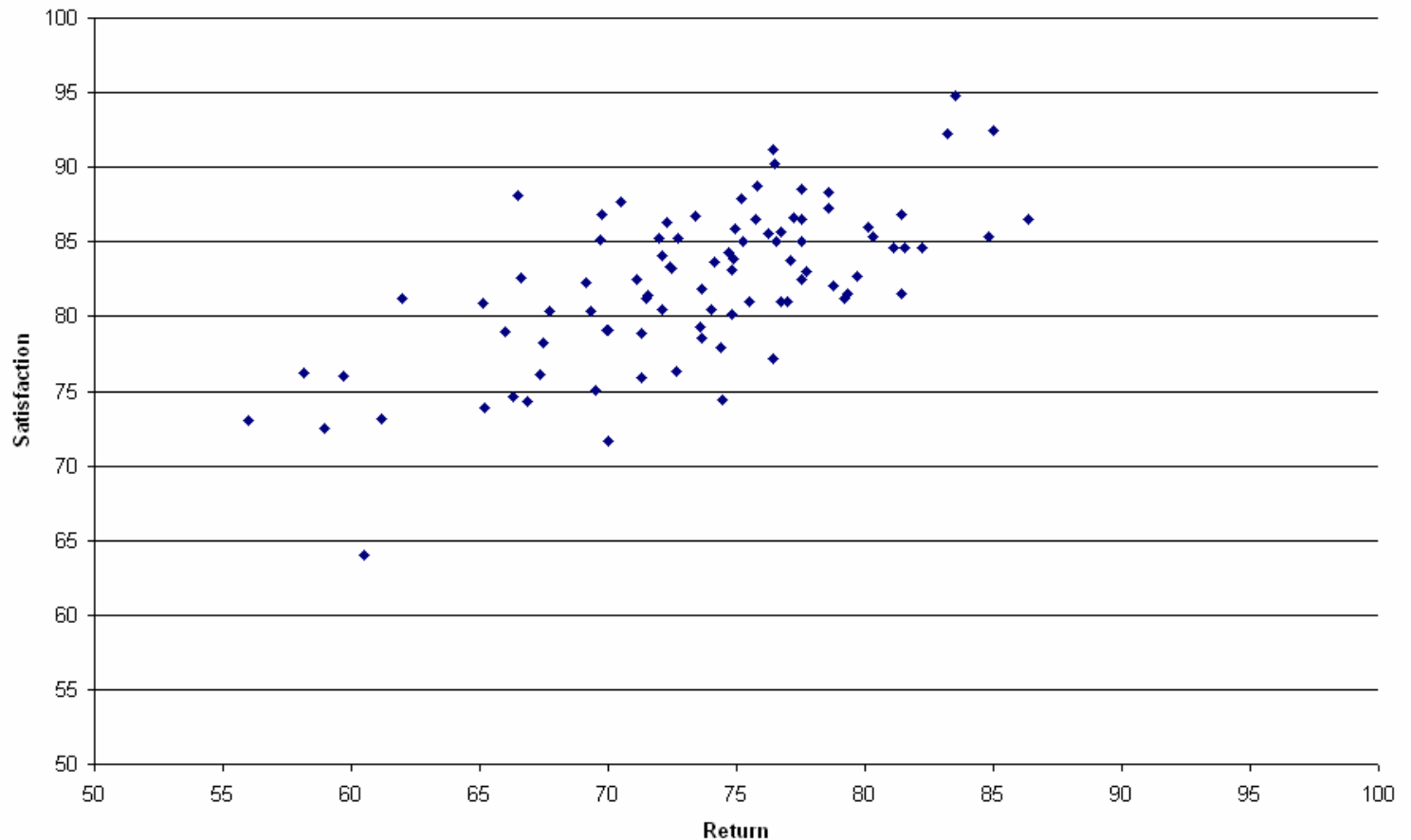- Q1 2005 Satisfaction Scores

9
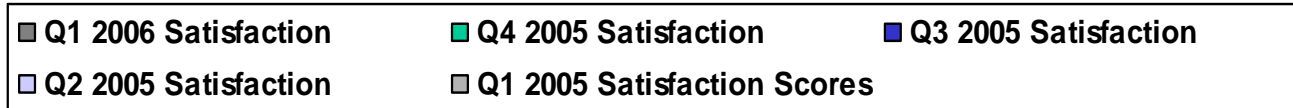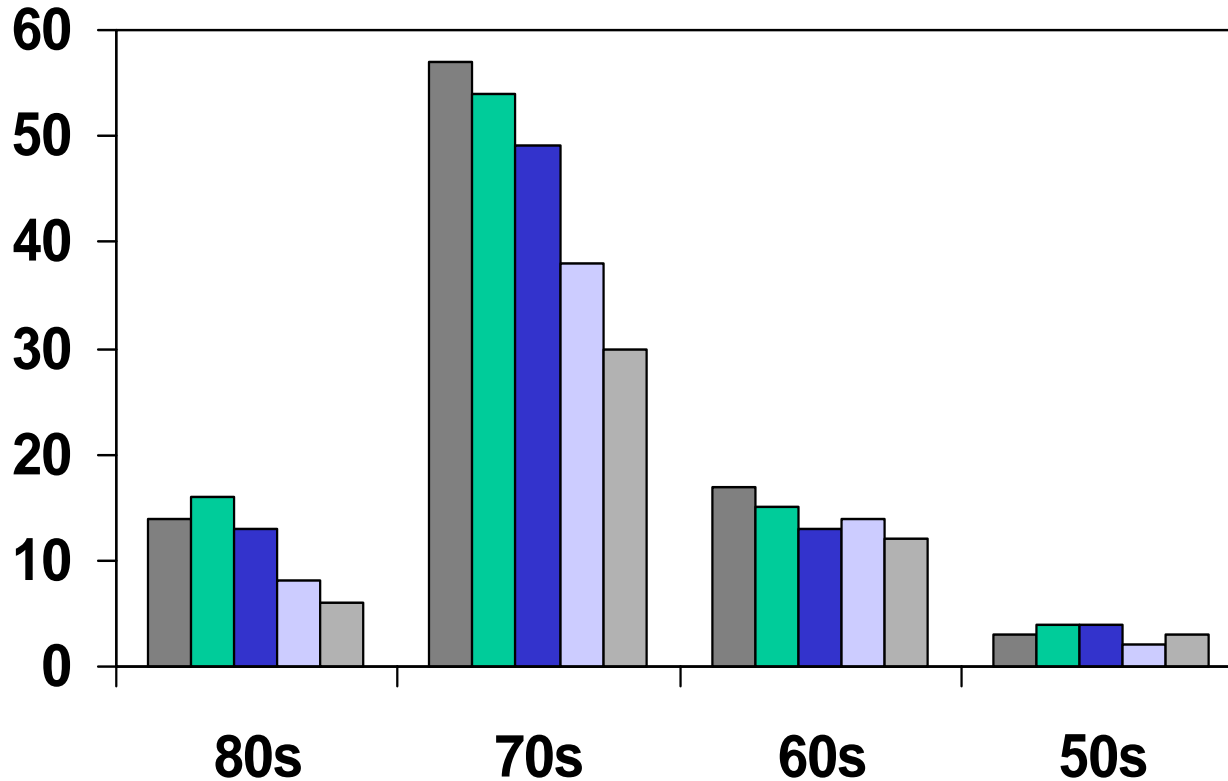
Distribution of Scores

Recommend and Satisfaction

Distribution of Scores

Likelihood to Return and Satisfaction

Success

- **Quarter over Quarter**
  - NARA, Access to Archive Database   +7   +13%
  - Treasury, USTTB Site   +5   +11%

- **Year over Year**
  - GSA Main Website   +11   +19%
  - PBGC Main Website   +7   +11%
  - FSIS Main Website   +6   +9%

- **Since First Measured**
  - GSA Main Website   +12   +21%
  - Dept of State, Student Site   +9   +15%

Industry Comparisons

- **Q2 2004 ACSI E-Government Satisfaction Index**   **73.5**
  - **E-Commerce**   74.1
  - **Information/News**   72.7
  - **Portal/Department Main Website**   74.5
  - **Recruitment/Careers**   77

- ACSI Government (Dec 2005)   71.3
- ACSI National Score (Feb 2006)   73.5
- ACSI E-Commerce (Feb 2006)   79.6
- ACSI E-Business (Feb 2006)   75.9
- ACSI Search (Aug 2005)   80
- ACSI News and Information   75
- ACSI Portals   75
- ForeSee Results Index   71.0

Industry Comparisons

- **Q2 2004 ACSI E-Government Satisfaction Index**   **73.5**
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- ForeSee Results Index   71
- ForeSee Results Self-Service Index   72
- ForeSee Results Retail Index   73
- ACSI Amazon   87
- ACSI Barnes&Noble   87
- Google   82
- ABCNews.com   74

Future Behaviors

E-Gov Benchmarks

• Satisfaction	73.5
• Likelihood to Return to site	82 from 83, 83, 82
• Likelihood to Recommend	79 from 79, 79, 78
• Likelihood as Primary Resource	74 from 75, 76

ForeSee Results Government Wide Benchmarks

• Satisfaction	71
• Likelihood to Return to site	81
• Likelihood to Recommend	76
• Likelihood as Primary Resource	74

ForeSee Results B2C Benchmarks

• Satisfaction	71
• Likelihood to Return to site	81
• Likelihood to Recommend	75
• Likelihood as Primary Resource	72

The Story Behind The Numbers

Element level analysis - Scores

- Site Performance   81 from   82, 82, 81
- Content   79 from   80, 80, 79
- Image   78 from   78, 77, 77
- Look and Feel   77 from   78, 77, 76
- Functionality   77 from   77, 77, 76
- Navigation   73 from   73, 72, 72
- Search   73 from   74, 73, 73

Element level analysis Impacts First or Second Priority

- Search   84% from 84, 89, 90, 92, 96
- Navigation   37% from 38, 46, 43, 37, 52
- Functionality   48% from 51, 40, 36, 48, 39
- Look and feel   36% from 35, 32, 29, 30, 28
- Image   56% from 60, 30, 36, 23, 30
- Content   5% from 7, 1, 3, 3, 4
- Privacy   11% from 0, 0

Website		3/06 Score
Internet Social Security Benefits Application	https://s044a90.ssa.gov/apps6a/ISBA/main.html	86
Help with Medicare Prescription Drug Plan Costs	https://s044a90.ssa.gov/apps6z/i1020/main.html	86
MedlinePlus	http://medlineplus.gov	85
NHLBI Diseases and Conditions Index	www.nhlbi.nih.gov/health/dci/index.html	85
Social Security Business Services Online	http://www.ssa.gov/bso/bsowelcome.htm	84
MedlinePlus en español	http://medlineplus.gov/esp/	83
NHLBI main website	http://www.nhlbi.nih.gov	82
NIDDK Clearinghouses	http://www.niddk.nih.gov	82
National Cancer Institute main website	www.cancer.gov	81
NHLBI Aim for Healthy Weight	www.nhlbi.nih.gov/health/public/heart/obesity/lose_wt	81
National Women's Health Information Center (NWHIC)	main website—www.4woman.gov	81
Federal Citizen Information Center	www.pueblo.gsa.gov/	80
NIAMS Public Website	http://www.niams.nih.gov/index.htm	80
Office of Science Education website	http://science.education.nih.gov	80

The Leaders and Best Portals/Department Main Sites

E-Government U.S. Agency/ Department/Office	Website	3/06 Score
Portals/Department Main Sites		
National Heart, Lung and Blood Institute, National Institutes of Health, HHS	NHLBI main website http://www.nhlbi.nih.gov	82
National Cancer Institute, National Institutes of Health, HHS	National Cancer Institute main website www.cancer.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
Office of Science Education, National Institutes of Health, HHS	Office of Science Education website http://science.education.nih.gov	80

- Range of E-Gov scores   67 to 82
- Yahoo (Aug 2005)   80
- MSN   75
- AOL   71

The Leaders and Best News/Information Sites

E-Government U.S. Agency/ Department/Office	Website	3/06 Score
News/Information Websites		
National Library of Medicine, National Institutes of Health, HHS	MedlinePlus http://medlineplus.gov	85
National Heart, Lung and Blood Institute, National Institutes of Health, HHS	NHLBI Diseases and Conditions Index www.nhlbi.nih.gov/health/dci/index.html	85
National Library of Medicine, National Institutes of Health, HHS	MedlinePlus en español http://medlineplus.gov/esp/	83
National Institute of Diabetes & Digestive & Kidney Diseases, National Institutes of Health, HHS	NIDDK Clearinghouses http://www.niddk.nih.gov	82

- Range of E-Gov scores   58 to 85
- ABCNews.com   74
- MSNBC.com   73
- CNN.com   72
- USAToday.com   72
- NewYorkTimes.com   72

The Leaders and Best E-Commerce/Transaction Sites

E-Government U.S. Agency/ Department/Office	Website	3/06 Score
E-Commerce/Transactions		
Social Security Administration	Help with Medicare Prescription Drug Plan Costs https://s044a90.ssa.gov/apps6z/i1020/main.html	86
Social Security Administration	Internet Social Security Benefits Application https://s044a90.ssa.gov/apps6a/ISBA/main.html	86
Social Security Administration	Social Security Business Services Online http://www.ssa.gov/bso/bsowelcome.htm	84

- Range of E-Gov scores   56 to 86
- Amazon.com, B&N.com   87
- Ebay   81
- 1-800Flowers.com   77
- Priceline.com   72

The Leaders and Best Recruitment/Careers

E-Government U.S. Agency/ Department/Office	Website	3/06 Score
Recruitment/Careers		
Central Intelligence Agency	Recruitment website http://www.cia.gov/employment	79
Department of Labor	Department of Labor Job Listings www.doors.dol.gov	79
Office of Personnel Management	Recruitment website—www.usajobs.opm.gov	76
Department of State	Recruitment website—www.careers.state.gov	75

- Range of E-Gov scores   75 to 79

New Products Now Available Daily Report Package

- Reports are emailed daily (Monday to Friday)
  - Daily open ended text comments
  - Daily threshold report, respondents not meeting question level score threshold (optionally, this can be done weekly) – sat, future behavior and up to 5 other questions/cpps
    - You determine thresholds (can be modified up to 2 times during term)
- Cost is $7,000 annually per measure
  - All open ended text questions are included at no extra charge
  - For partial remaining terms, $300 price reduction for each month less than 12

Daily Open-Ended Feedback Report Sample

FORESEE™ RESULTS

Open-Ended Responses for xyz (February 15, 2006)

FORESEE RESULTS

If you could identify one improvement to the website, what would that improvement be? (Please be as specific as possible)

Time	Overall Sat	Response
12:09:35	2	Applying for jobs. I have been trying for two days to apply for a job and I'm have problems getting it done.
14:56:47	3	Log in and account status issues exist; for some reason, my account keeps getting disabled?
19:26:56	3	more scondensed, detailed job descriptions, and ease of transitioning and applying
12:37:30	5	Call Backs, Be considered for employeement.
13:45:07	6	Change the 156 questions into a better and faster way to answer the questions. That portion of the process is too long.
15:03:46	6	I have worked for the government 26 years. All my experience is already in the system but I have to retype it all over again everytime I apply for a job. As for question #15. I would be very likely to recommend USAJobs to anyone that wants to apply for a government job, because it is the only way to apply for a government job.Also, include more jobs in the Oklahoma city area. I can't believe there are only a handful of announcements for this area.

Daily Threshold Report Sample

Low Satisfaction Alert for xyz (February 16, 2006)

Time	Overall Sat	Likelihood to Return	Likelihood to Recommend	How frequently do you visit this site?	What is your overall satisfaction with the Federal employment application process?	What would you improve with the site?
16:44:13	1	1	1	First time	Don't Know	
12:09:35	2	10	10	More than once a day	6	Applying for jobs. I have been trying for two days to apply for a job and I'm have problems getting it done.
14:56:47	3	6	5	About once a week	3	Log in and account status issues exist; for some reason, my account keeps getting disabled?
19:26:56	3	2	2	Every 6 months or less	2	more scondensed, detailed job descriptions, and ease of transitioning and applying

New Products Now Available

- **Page Level Satisfaction**
  - Opt-in link on appropriate pages
  - Shorter page satisfaction survey including open ended text
  - Various page level models – FAQ pages, forms submission pages
  - Complimentary to existing Satisfaction measurement
  - Monthly summary report
  - Data utilized as part of existing quarterly measure review
  - Priced based on survey type/page level model (not pages on)
    - Survey types include: content, forms, FAQ, etc.
  - Prices at $10,000 annually per page level model
  - For partial terms, $400 price reduction for each month less than 12

- **Comment Card w/Satisfaction**
  - Opt-in link on contact us page or appropriate pages
  - Open ended comment section with Satisfaction and Future Behavior elements
  - Allows for evaluation of open ended comments based on Satisfaction and Future Behavior scores
  - Complimentary to existing Satisfaction measurement
  - Monthly summary report
  - Data utilized as part of existing quarterly measure review
  - Priced at $10,000 annual
  - For partial terms, $400 price reduction for each month less than 12

Next New Product ?

- Behavioral Integration
  - The ability to integrate ACSI satisfaction data with behavioral data gathered via tool such as Webtrends, Omniture, HitBox, etc.
  - Gives the ability to provide satisfaction analysis based on behavorial segment
    - For example, left site from a specific page, abandoned a process, etc.
  - Gives the ability to investigate behavioral data based on a satisfaction analysis
    - For example, determine path analysis for educators who visited a site, have low navigation scores, low satisfaction scores and are not likely to return
- Priced $10,000 per measurement
- Interest ?

Next New Product ?

- A/B (or multi-variate) testing evaluation
- Interest ?

Custom Questions

Key attributes:
- Who the visitor is
- Why the visitor came to the site
- What the visitor did
- Whether the visitor had a successful visit

Sample Custom Questions

Audience/Role
- Which best describes you?
- Which category best describes you?

Purpose
- What best describes your reason for visiting today?
- What was your primary purpose in coming to this website today
- Which best describes what you were looking for today?
- How do you plan to use the information you find on the site today?

Sample Custom Questions

Features or Content Used
- Which of the following features did you use today?
- What activities did you do on the site today?
- What types of content to you access today?

Success at Tasks
- Were you able to find what you were looking for?
- Were you able to accomplish your goal today?
- Did you look for anything that could not be found?
- Please rate the ease of finding (specific information) on the site (1-10 scale)

Sample Custom Questions

Visit Frequency
- How frequently do you visit this site?
- In the past 30 days, how many times have you visited this site?

Visit Drivers
- How did you first find out about this website?
- How did you learn about this agency?
- What drove you to the (agency) website today?

Sample Custom Questions

Element Drill Down
- If you used (xyz) feature, which of the following best describes your experience?
- If you did not find what you were looking for today, what specifically were you seeking?
- If you found the information you were looking for, please rate how well it met your needs
- How did you primarily look for the information you wanted?
- If you did not find what you were looking for, what will you do next?
- On this agency's website, which of the following enhancements would help you most?

Sample Custom Questions

Open-ended Questions
- Other, please specify: _____
- If you could change one thing about this website, what would it be?
- If you could suggest one improvement to this agency, what would it be?
- What other websites do you visit for similar information?
- Did you find something you didn't expect?

Discussion Topics
And
Q & A