MEASURE SATISFACTION.

FORESEE RESULTS.

American Customer Satisfaction Index User Group

December 15th, 2005

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CEO/President
ForeSee Results

ACSI E-Gov Index Trends

- **Trends: Scores**
  - ➢ Q3 2003 — 66.7
  - ➢ Q4 2003 — 69.8
  - ➢ Q1 2004 — 70.7
  - ➢ Q2 2004 — 70.3
  - ➢ Q3 2004 — 71.2
  - ➢ Q4 2004 — 72.1
  - ➢ Q1 2005 — 71.9
  - ➢ Q2 2005 — 72.6
  - ➢ Q3 2005 — 73.5
  - ➢ Q4 2005 — 73.9
- **Year over Year**
  - ➢ 2.5%
- **Quarter over Quarter**
  - ➢ 0.6%
- **Since Q3 2003**
  - ➢ 10.8%

Gov Sat

E-Gov Sat
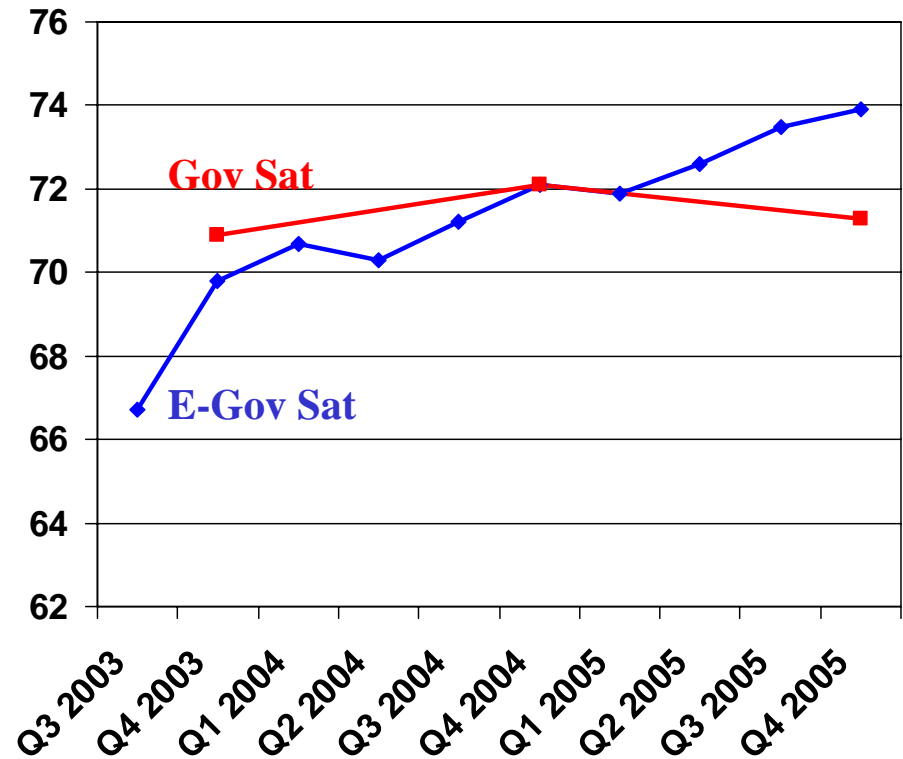
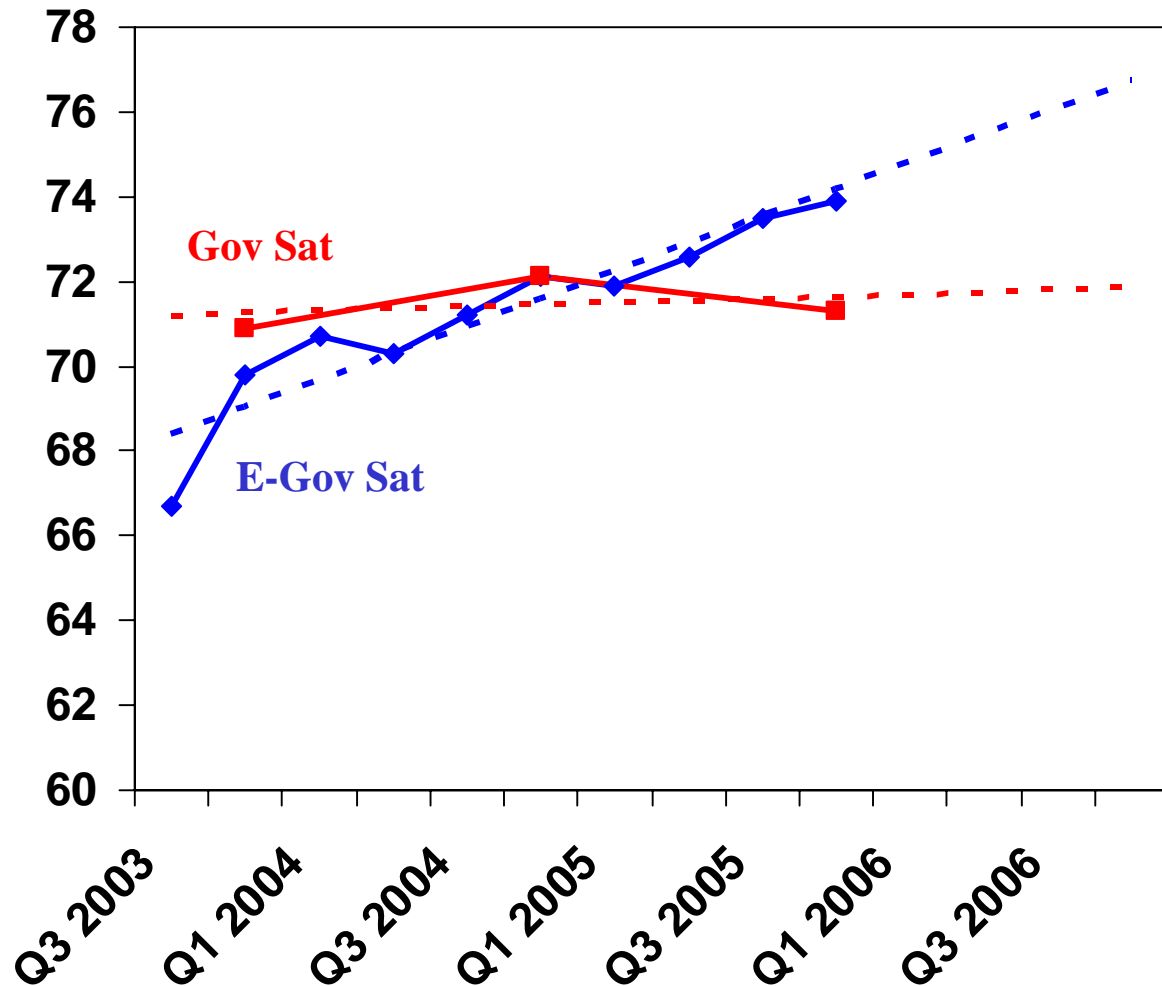**89 Participating Sites**

ACSI E-Gov Index Trends Into the Future ?

Year over Year Increase

- 6 successive quarters of year over year increases

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

How Are We Changing?

- Quarter over Quarter Satisfaction Scores
  - 37% of sites improved (47% last quarter)
  - 38% of sites declined (52% last quarter)
  - 25% of sites unchanged
- Year over Year Satisfaction Scores
  - 43% of sites improved (55% last quarter)
  - 38% of sites declined(40% last quarter)
  - 19% of sites unchanged
- Since Being Measured
  - 44% of sites improved (51% last quarter)
  - 44% of sites declined (48% last quarter)
  - 12% of sites unchanged

➢ **Rising standards of Citizens**

ACSI E-Gov Index Categories

	Q3 2005	Q4 2005	Change
Q2 2004 ACSI E-Government Satisfaction Index	**73.5**	**73.9**	0.6%
E-Commerce	71.9	75.3	4.7%
Information/News	73.2	73.3	0.1%
Portal/Department Main Website	73.9	74.2	0.4%
Recruitment/Careers	77.2	76	-1.5%

Departments or Agencies

	Q4 2005
Social Security Administration	**79**
National Institute of Health (part of HHS)	78.2
Health & Human Services	78
Department of State	72.1
GSA	71.5
USDA	68.5
Treasury	68.3

Distribution of Scores

	80s	70s	60s	50s
Q4 2004 Satisfaction	16	54	15	4
Q3 2004 Satisfaction	13	49	13	4
Q2 2004 Satisfaction	8	38	14	2
Q1 2004 Satisfaction Scores	6	30	12	3

	80s	70s	60s	50s
Q4 2004 Satisfaction	18%	61%	17%	4%
Q3 2004 Satisfaction	16%	62%	16%	5%
Q2 2004 Satisfaction	13%	61%	23%	3%
Q1 2004 Satisfaction Scores	12%	59%	23%	6%

Distribution of Scores

Distribution of Scores
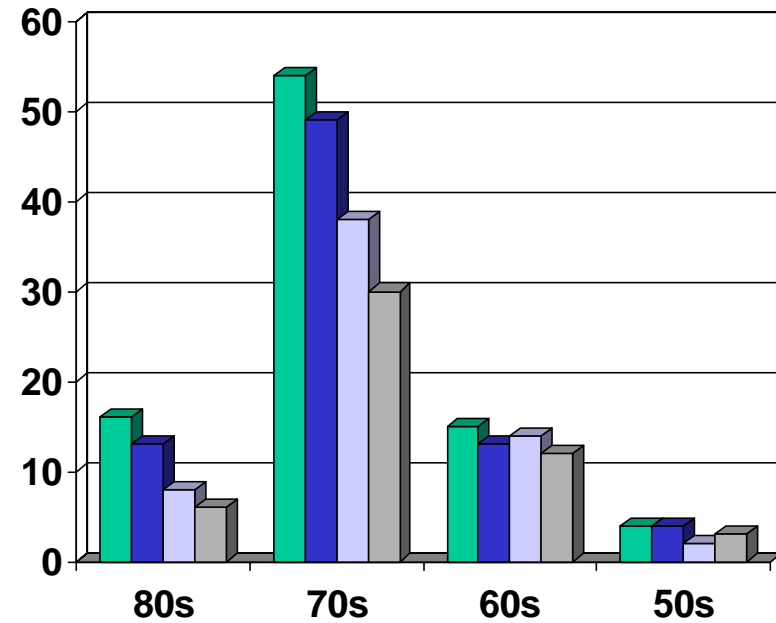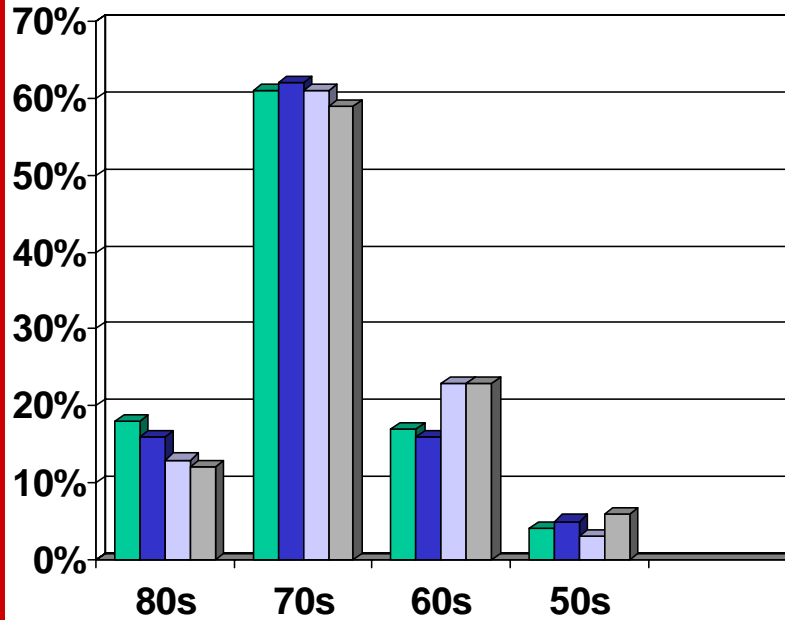
Q1 2004 Satisfaction
Q2 2004 Satisfaction
Q3 2004 Satisfaction
Q4 2004 Satisfaction

80s
70s
60s
50s
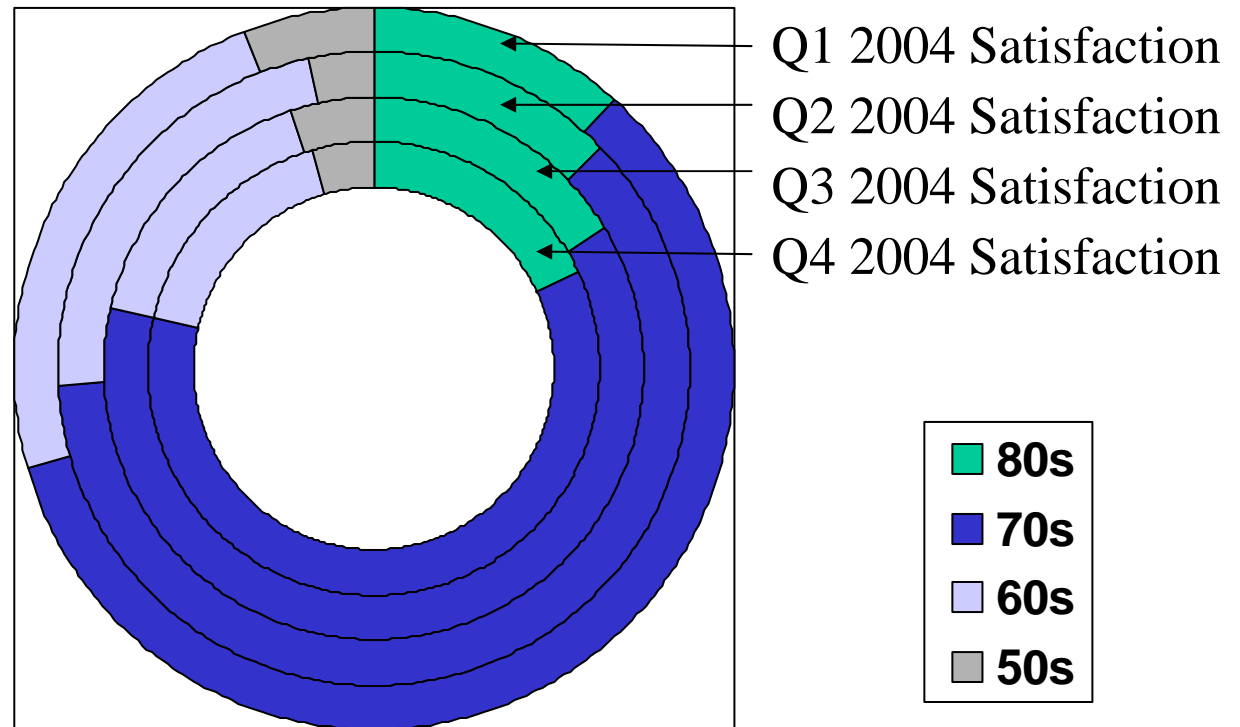
Success

- **Quarter over Quarter**
  - National Archives, Presidential Libraries   +5   +6%
  - US Mint Online Catalog   +4   +6%

- **Year over Year**
  - GSA Main Website   +12   +18%
  - GSA First Gov Spanish   +7   +9%
  - Dept of State, Student Site   +6   +9%

- **Since First Measured**
  - GSA Main Website   +11   +17%
  - Dept of State, Student Site   +9   +13%

Future Behaviors

E-Gov Benchmarks

- Satisfaction — 73.9 from 73.5, 72.6
- Likelihood to Return to site — 83 from 83, 82
- Likelihood to Recommend — 79 from 79, 78
- Likelihood as Primary Resource — 75 from 76

ForeSee Results B2C Benchmarks

- Satisfaction — 72.2 from 71.8
- Likelihood to Return to site — 80 unchanged
- Likelihood to Recommend — 75 from 74
- Likelihood as Primary Resource — 68 from 67

Element level analysis - Scores

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

Element level analysis Impacts First or Second Priority

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

The Leaders and Best

E-Government U.S. Agency/Department/Office	Website	Q2 '05
E-Commerce/Transactions		**71.9**
SSA	Help with Medicare Prescription	88
SSA	SSA Benefit Application	88
SSA	Business Services Online	80

The Leaders and Best

E-Government U.S. Agency/Department/Office	Website	Q2 '05
Information/news		**73.2**
National Library of Medicine, National Institutes of Health, HHS	MedlinePlus website	85
National Heart, Lung and Blood Institute, National Institute of Health, HHS	NHLBI Diseases and Conditions Index	85
National Library of Medicine, National Institutes of Health, HHS	MedlinePlus en español	84

The Leaders and Best

E-Government U.S. Agency/Department/Office	Website	Q2 '05
Portals/Department Main Sites		**73.9**
Office of Science Education, National Institutes of Health, HHS	Office of Science Education website	82
National Heart, Lung and Blood Institute, National Institutes of Health, HHS	NHLBI main website	82
National Cancer Institute, National Institutes of Health, HHS	National Cancer Institute main website	80
National Institute of Arthritis and Musculoskeletal and Skin Diseases, National Institute of Health, HHS	NIAMS Public website	80

The Leaders and Best

E-Government U.S. Agency/Department/Office	Website	Q2 '05
Recruitment/Careers		**77.2**
Central Intelligence Agency	Recruitment website	79
Office of Personnel Management	Recruitment website	76
Department of State	Recruitment website	73

The Rest of The Story

- Fourth Quarter 2005 ACSI E-Gov Satisfaction Index

- 2005 ACSI Government Index

Content Management Survey

- Sent out survey to determine which content management system being utilized
- 21 responses, 11 using CMS
  - 4 internally developed solutions
  - 3 using Microsoft, 1 of those converting to Stellant
  - Others
    - Macromedia Contribute, Filenet, Common Spot, ERZO Workforce Connections
- Not big enough data set to analyze site satisfaction/content scores by tool

Content Management Survey

- **Average satisfaction score (7 responses): 8**
  - *By tool*
    - Internally-developed tool (3 responses): 9
    - Microsoft (2 responses): 7.5
    - Common Spot (1 response): 7
    - Stellent (1 response): 7
  - *By length of time using*
    - Less than 6 months (1 response): 7
    - 6 months – 1 year (2 responses): 7
    - 1-3 years (2 responses): 8.5
    - 3+ years: (2 responses) 9

Content Management Survey

- **Average recommend score (7 responses): 7**
  - *By tool*
    - Internally-developed tool (3 responses): 8
    - Microsoft (2 responses): 6
    - Common Spot (1 response): 6
    - Stellent (1 response): 7
  - *By length of time using*
    - Less than 6 months (1 response): 4
    - 6 months – 1 year (2 responses): 6.5
    - 1-3 years (2 responses): 7
    - 3+ years: (2 responses) 9

- **Daily Feeds**
  - Daily open ended text comments
  - Daily threshold report, respondents not meeting question level score threshold

- **Page Level Satisfaction**
  - Opt-in link on appropriate pages
  - Shorter page satisfaction survey including open ended text
  - Allows for evaluation of open ended comments based on Satisfaction and Future Behavior scores
  - Complimentary to existing Satisfaction measurement
  - Monthly summary report
  - Daily open ended text comments
  - Daily threshold report
  - Data utilized as part of existing measure review

- **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
  - Daily open ended text comments
  - Daily threshold report
  - Data utilized as part of existing measure review

- **A/B Testing Solution**
  - Option A
    - Utilize existing survey on B site
    - Ability to add additional custom questions (requires different code)
  - Option B
    - New survey for A and B site
    - Can be utilized multiple times, model remains the same, custom questions can be modified
  - Option C
    - Page Level Satisfaction survey for on A and B site for page(s) being modified
    - Can be utilized multiple times, model remains the same, custom questions can be modified

New Products – Likely Q1

- **A/B Testing Solution**
  - Reporting done at conclusion of A/B test
  - A/B summary report provided
  - Question level detail report
  - Open ended comment report
  - Sold by number of A/B tests to be executed

Discussion Topics
And
Q & A