Using Segmented Data To Increase Customer Web Site Satisfaction

USDA/FSIS Case Study: www.fsis.usda.gov

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FSIS Web Site Overview

- Agency mission: *Protecting public health through food safety and food defense.*
- Web Services Staff created in July 2005 to strengthen the delivery of agency communications and services
  - First opportunity to be part of agency's strategic plan
- Site statistics (FY05):
  - Visits: 6,101,848
  - Page views: 21,657,011
  - Hits: 151,639,811
- Major redesign April 2004
  - USDA effort to achieve a common look and feel for all agency sites by June 2006
  - First agency to use the new style
  - Used audience data from USDA redesign effort
  - Needed to dig deeper for our core audiences

Getting Granular: Our Redesign

Pre-Relaunch, April 2004

- Agency-specific audience analysis done
  - Visioning sessions
  - Usability testing
- Baseline customer satisfaction data showed:
  - Pre-launch customer satisfaction score: 64
  - Top priorities: navigation (67) and search (66)
  - Maintain or improve: look and feel (75)
  - Status quo: content (80) and site performance (80)

Before and After

Phase 1: Research

- Collect satisfaction data by:
  - Audience segment
  - Visit frequency
  - What information they were looking for
- Use open-ended questions to learn what:
  - Additional content they'd like to see
  - Improvements they'd like to see made
- Selected customer feedback:
  - "Organize broad categories differently to quickly get to a topic without searching." (NAVIGATION)
  - "Get a better search engine." (SEARCH)
  - "The layout is a bit dated and cumbersome. First page is too busy, needs to be organized better. Should be a public sector for general information and an industry section for those of us looking for specific regulations, directives and policies." (LOOK & FEEL)
  - "I looked for a travel directive and never found it!" (EMPLOYEE)

Phase 2: Analysis & Action

- Met with our rep
  - Reviewed segmented data results each time we had a new sample
  - Discussed the results and and how to better interpret them
- Reviewed our site statistics to help understand what actions might have the most impact
  - Top pages (search, recalls, contact us, news releases, import/export information, regs & policies, factsheets)
  - Most downloaded files (business, employee and scientific information)
  - Internal search activity (top 5 page: 756,950 annual page views)
- So, what did we learn?

What We Learned
by Frequency of Site Use

- **Visitor snapshot:**
  - 1x/week: 28.8%
  - Daily: 23.2%
  - First timers: 22.5%
  - 1x/month: 10.8%
  - >1x/day: 9.2%
  - 6 months or less: 5.6%

- *Segmentation revealed*
  - First timers were the most satisfied, meaning...
  - The redesign was well-received by new users, a critical success point
  - Frequent users were still adjusting to the new design

- *Actions taken*
  - Targeted redesign marketing efforts to frequent users
  - Deployed new search engine

What We Learned by Audience Type

- **Visitor snapshot:**
  - Consumers/Educators: 45.7%
  - Businesses/Partners: 35.3%
  - Employees: 11.8%
  - Scientists/Researchers: 3.6%
  - Constituent Groups: 3.6%

- *Segmentation revealed*
  - Most satisfied: consumers/ educators & constituent groups
  - Least satisfied: Employees, biz & partners, scientists/researchers
  - Employees were looking for internal info not on the site

- *Actions taken*
  - Launched intranet June 1 and marketed differences between the sites to employees
  - Added Partners audience info to existing audience pages
  - Learned more about researchers

What They Were Looking For

1. Regulations & policies: 26.1%
2. Recall information: 23.2%
3. News & events: 13.1%
4. Food safety education: 9.8%
5. Scientific data & reports: 8.5%
6. HACCP: 5.6%
7. Food security & emergency preparedness: 2.9%
8. Training materials: 2.9%
9. Contact information: 2.6%
10. Career/job information: 2.0%

- *Segmentation revealed*
  - Most satisfied: Finding recalls and import/export info
  - Least satisfied: Finding contact info and regs & policies

- *Actions taken*
  - Launched a customizable email subscription service since the top items had no consistent topic or release schedule
  - Deployed Google search engine
  - Launched intranet

How They Were Looking For Info

- Browse by Subject (Left Navigation): 31.7%
- News or Spotlight Fact Sheets on the home page: 28.1%
- Embedded Links in text: 17.3%
- Browse by Audience Drop-Down (Left Navigation): 8.2%
- Clicking on images (promotional ads): 4.6%
- Right Navigation Bar: 3.6%
- Global Navigation Buttons at the top of the page: 3.3%
- I Want To... (Right Navigation): 3.3%

- *Segmentation revealed*
  - Most users used the left navigation area (main site navigation) and were averagely satisfied
  - Those who used the audience pages and right navigation (page navigation) were very highly satisfied

- *Actions*
  - Market other navigation areas (scores improving w/each sample)
  - Conduct more usability testing on navigation in 06

New Tools Our Customers Like

- **Ask Karen**
  - Enhanced our hotline
  - Natural language query with plain language answers
  - 24/7 availability
  - 48% of customers rated it VERY helpful using custom survey question
- **Email subscription service (7.9)**
  - Avoided management drive for a separate What's New page
  - Allows visitors to customize what they receive and when they receive it w/o attachments
  - Nearly 30% of customers give the service a perfect "10", 82% rated it a "7" or higher
  - Score increases every sample period using custom survey question

Questions about food safety? Ask Karen

Sign up for Email Updates

Targeting Our Efforts

- Search was consistently among our lowest scores

- The dissatisfaction was with our search engine

- Deployed Google this summer and search scores are up (66 to 73), but still a high-impact priority

- Previous satisfaction with content (80 to 83) and functionality (75 to 81) maintained and improved

- Navigation (67 to 71) and look & feel (75 to 76) improved, but remain high-impact issues on which to focus our efforts
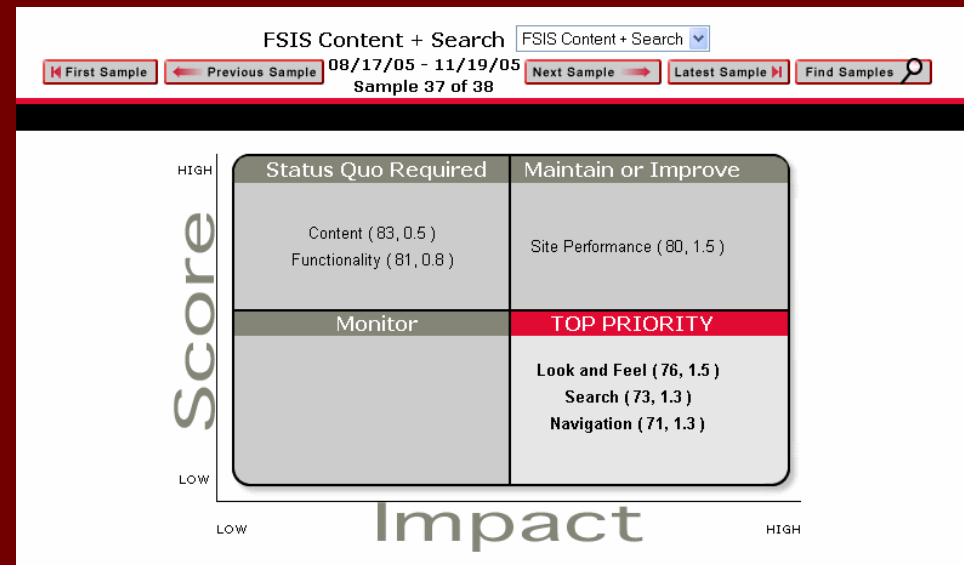
By Segment: March 7-June 30, 2005

Ave. Satisfaction Scores by WHAT BEST DESCRIBES YOU? Before Re-launch (March 7 - June 30, 2005)

	Consumer or Educator	FSIS Employee	Business	Scientist or Researcher	Constituent Group Member	Overall
Respondents:	109	74	70	38	9	300
	36%	25%	23%	13%	3%	
Content	80	77	79	75	74	78
Functionality	78	75	71	69	78	74
Look and Feel	76	74	71	69	78	74
Navigation	72	70	63	59	72	68
Site Performance	81	78	80	78	79	80
Search	77	67	61	60	79	69
Satisfaction	75	69	63	63	73	69
Likelihood to Return	85	88	86	73	77	84
Recommend	81	77	73	69	73	76
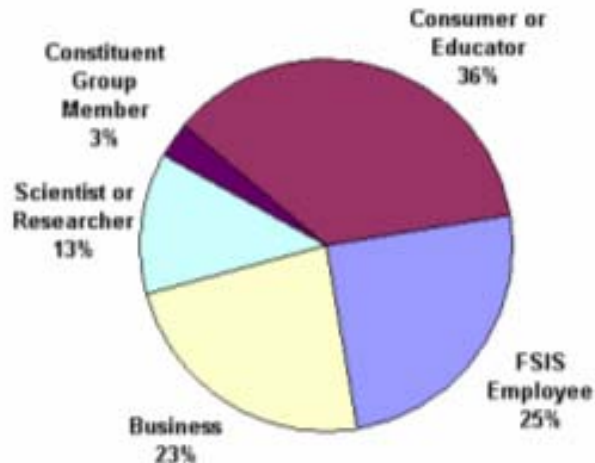
Overall: 69
- Consumers/Educators: 75
- Constituent Group: 73
- Employees: 69
- Businesses: 63
- Scientists/Researchers: 63

By Segment: July 1, 2005-October 5, 2005

Ave. Satisfaction Scores by
WHAT BEST DESCRIBES YOU?
After Re-launch (July 1 - October 5, 2005)

	FSIS Employee	Consumer or Educator	Business	Scientist or Researcher	Constituent Group Member	Partner	Overall
Respondents:	93	88	62	38	13	6	*300*
	31%	29%	21%	13%	4%	2%	
Content	77	86	78	79	83	86	81
Functionality	75	84	75	72	80	83	77
Look and Feel	76	81	79	75	66	80	78
Navigation	70	77	70	70	55	67	71
Site Performance	79	85	82	80	75	86	82
Search	71	81	71	67	61	78	73
Satisfaction	**70**	**81**	**71**	**67**	**60**	**79**	**73**
Likelihood to Return	85	87	85	78	86	83	85
Recommend	80	86	78	76	73	85	81

Business 21%
Scientist or Researcher 13%
Constituent Group Member 4%
Partner 2%
Consumer or Educator 29%
FSIS Employee 31%
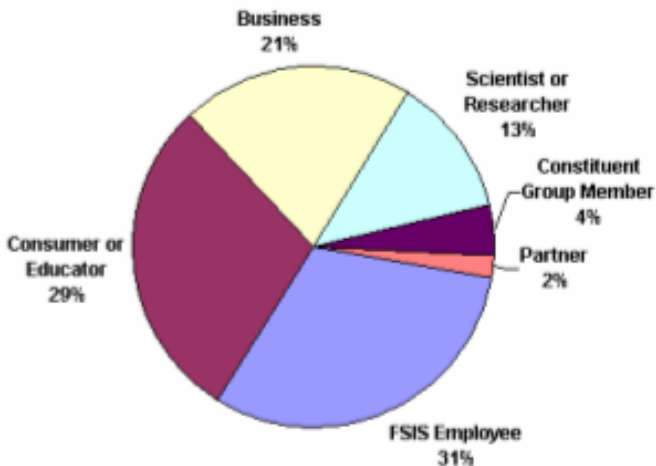
Overall: 73 (+4)

- Consumers/Educators: 81 (+6)
- *NEW!* Partners: 79
- Businesses: 71 (+8)
- Employees: 70 (+1)
- Scientists/Researchers: 63 (+4)
- Constituent Group: 60 (-13, but single-digit response rate)

Early Success: 4-point Increase Since Launching New Services This Summer

FSIS
Aggregate Satisfaction Summary
Before Site Re-launch (March 7 - June 30, 2005)

Elements	Score	Impact on Sat
Content	78	0.1
Functionality	74	1.3
Look and Feel	74	1.0
Navigation	68	1.2
Site Performance	80	1.9
Search	69	0.8

Customer Satisfaction

69

Number of respondents: 300

Impact on Future Behavior	Future Behaviors	Score
3.1	Likelihood to Return	84
4.1	Likelihood to Recommend	76

FSIS
Aggregate Satisfaction Summary
After Site Re-launch (July 1 - October 5, 2005)

Elements	Score	Impact on Sat
Content	81	0.5
Functionality	77	1.4
Look and Feel	78	1.2
Navigation	71	1.2
Site Performance	81	1.3
Search	73	1.4

Customer Satisfaction

73

Number of respondents: 300

Impact on Future Behavior	Future Behaviors	Score
3.7	Likelihood to Return	85
4.2	Likelihood to Recommend	81

What's Next

■ Determining audience requirements for:
  – RSS feeds
  – Podcasting
  – Improved wireless browsing options
  – Improved navigation

Be a Part of Your Agency's Strategic Planning

1. Project: Ensure Content Usability and Customer Satisfaction

2. Link to OPAEO Objective: 1.4 – Enhance ongoing Agency outreach efforts to reach all FSIS partners, stakeholders and constituents.

3. Responsible Office/Contact: WSS

4. Project Description: Our internal and external customers' needs, as well as our agency's mission, will grow and change. Our web sites must be constantly evaluated to ensure that those business and technical requirements are met. Site customers should be able to find the information they need, when they need it, from any standard web browser, with a solid information architecture and an easy-to-use search engine. They should also be able to access reliable data with a standard set of tools and applications.

5. What is the public health message we want to convey? The agency is responsive and seeks to satisfy its varied customers' needs to find food safety and security information quickly, easily and innovatively, no matter who they are or how they access the information. Also, that FSIS recognizes that not all customers start at the front door of our site and we support the finding timely and reliable food safety and security information however they enter or use the

Table 6: Timeline/Major Milestones

Activities	Responsible Program or Person	Timeframe Completion Date	Progress Check
Use the American Customer Satisfaction Index Customer Satisfaction Survey to monitor and improve our customer satisfaction	WSS	Quarterly reports and reviews	ONGOING; annual subscription
Increase the internal and external awareness of our email subscription service (Recent successes were Beacon and News & Notes articles, participation in the FirstGov Subscription Service page, and GovDocs analysis of our very successful pilot)	WSS	Feb 2005	COMPLETE/ ONGOING
Dedicate selected staff to collecting monthly and ad hoc data on public web site usage, vRep usage, customer satisfaction statistics and feedback, email feedback, and subscription service usage and	WSS	Apr 2005	COMPLETE
Analyze and report statistics to agency management and other stakeholders	WSS	Apr 2005	COMPLETE
Promote internal marketing of web statistics	WSS	Apr 2005	COMPLETE/ ONGOING
Create user personas of our internal and external customer groups	WSS	Jan 2006	PLANNED
Train all staff in usability and information architecture	WSS	Spring 2006	PARTIALLY COMPLETE
Create a management dashboard on the Intranet to display key performance indicators and trends to help stakeholders make communications decisions and support the agency's mission	WSS	Sep 2005	PLANNED

- Develop a web strategic plan and establish performance measures (ex: score will be no lower than X pts below the government average)
- Familiarize yourself with your agency's strategic planning process and learn how to add your site's performance goals

Using the Results for Personas

- Display data in simple, high-impact images
- Summarize information in a user-friendly way so that web, application, and communications developers can use it...

eGovernment Readiness

HIGH
MEDIUM
LOW
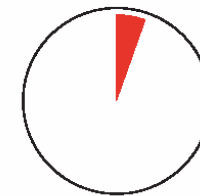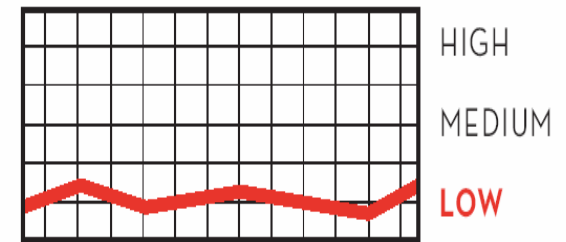
12.7% of low-income families have Internet access

USDA Persona Example

LOW-INCOME FAMILIES AND INDIVIDUALS: SELENA MARTIN PERSONA

Selena is a single mother of two who lives in rural Maryland. She cannot afford to purchase a computer. She uses the computers at her town's public library, even though she usually has to wait for a computer to become available. She gained a fair amount of knowledge about computer applications and the Internet through a training class, but still considers herself a novice. She is particularly hesitant to use sites that require a login since she uses a shared computer. She is also hesitant to enter personal information in a public computer. She would feel embarrassed if someone caught a glimpse of her income or other sensitive data.

She has a Web-based email account but is only able to check it every few weeks. Because of this, she is frustrated when she has to request information by email rather than simply locate it online.

Selena needs to find the latest information on food stamps and rural housing programs. She knows limited English. Her first language is Spanish and she has a lot of trouble finding resources she can confidently decipher. She is further inhibited by a time limit on computer use at the library. She does not have a lot of time to search around, but must get the information she needs quickly. Filling out forms online is an especially difficult process because she often does not have all the information she needs. She must then retrieve it from home and start all over again, beginning with the wait in line.

Customer Characteristic	Conclusion
Does not check email regularly	Needs an instant response to queries
Does not feel completely confident reading in English	Would prefer resources in her primary language
Still feels like a computer novice	Values ease-of-use and might leave any site that feels too frustrating
Only has access to a public computer	Is uneasy entering personal data, like annual income, in a public space
Does not use a home computer	Does not always have data readily available

Putting It All Together

- Make your rep part of your team

- Benchmark results (64 to 73)

- Segment visitors

- Develop custom questions

- Use results to set goals

- Make your web site part of your agency's mission and strategic plan

- Report on success: Market, market, market!
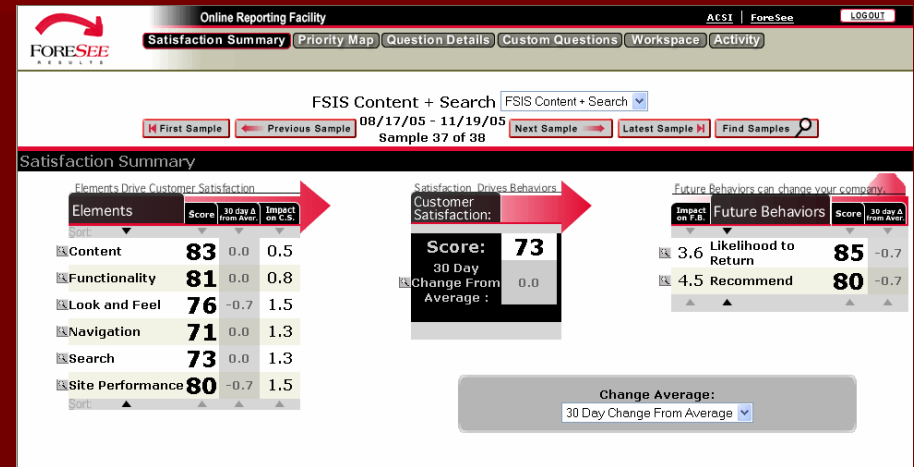
Presentation Resources

- **FSIS Web Site**
http://www.fsis.usda.gov

- **FSIS Style Guide**
http://www.webcontent.gov/documents/FSIS_Styleguide.pdf

- **USDA Audience Analysis and Personas**
http://www.webcontent.gov/documents/USDA_Audience_Analysis.pdf

- **Contact me**
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- ***Thank you! Questions?***