AMERICAN CUSTOMER SATISFACTION INDEX

E-GOVERNMENT SATISFACTION INDEX

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CITIZEN SATISFACTION REACHES ALL-TIME HIGH

Government websites are doing a better job satisfying citizens than they have at any time over the past three and a half years, according to the second quarter 2006 American Customer Satisfaction Index (ACSI) E-Government Satisfaction Index. The most recent release of this quarterly benchmark shows aggregate citizen satisfaction at an all-time high score of 74 (on a 100-point scale). This aggregate score for the 92 sites measured this quarter is the highest quarterly score on record since the index was created in September 2002.

Overall, citizen satisfaction has increased .5 points (.7%) since last quarter. This is a turn-around from last quarter when citizen satisfaction had stalled for the first time since first quarter 2005.

The upward aggregate trend in citizen satisfaction is driven by increases for many federal government sites. Forty-nine percent of sites that participated in the index this quarter and last had higher citizen satisfaction this quarter. This is a significant rise from first quarter 2006, when 31% of sites saw increased satisfaction from the previous quarter.

On the individual site level, the rate of upward progress is gradual in most cases, with increases of one or two points. Unlike in past measurement periods, there wasn't one site with a quarterly increase of more than three points. However, this is not yet a cause for concern. As long as government websites can stay ahead of citizens' continually evolving expectations, they will continue to provide a valuable service to the American public.

The ranks of the top-tier websites are swelling. This quarter, 20 of the 92 measured sites (22%) fit in the "top performers" category of sites with exceptional scores of 80 or higher. This is an impressive leap from last quarter, when 15% of sites scored 80 or higher. A few of the sites in this quarter's top performers' group are new to the Index; others have long used customer satisfaction measurement as a critical management metric.

The 92 sites participating this quarter are divided into four categories according to the primary function of the site: Portals/Department Main Sites, News/Information, E-commerce/Transactions and Recruitment/Careers. Aggregate scores increased for all four categories.

"I'm encouraged by the positive steps that many government websites continue to take to better serve citizens on the web," said Anne Kelly, CEO of the Treasury's Federal Consulting Group. "The upward trends we're seeing this quarter in citizen satisfaction are validation of the government's progress in giving citizens what they want through the online channel."

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 analyzes 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.

Comparison of ACSI Aggregate and E-Government Scores	Q1 2006	Q2 2006	Quarter over Quarter Change
ACSI E-Government Aggregate	73.5	74.0	.7%
	Q4 2005	Q1 2006	Quarter over Quarter Change
ACSI Aggregate (Cross-industry, offline and online)	73.5	74.1	.8%

Note that the comparison period for the cross-industry ACSI score is different because the scores are published later than the e-government scores.

It's interesting to note that the aggregate score for the e-Government index is approximately the same as ACSI aggregate score for the past two quarters. Compared to the most recent private sector measures of online customer satisfaction, e-government is still trailing e-business and e-commerce but is closing the gap very gradually.
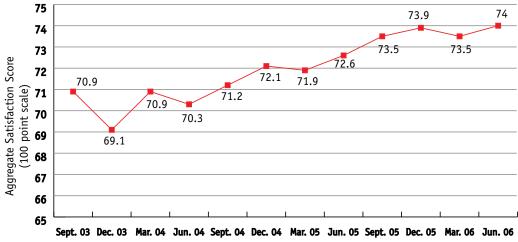
Comparison of ACSI E-Government and Online Private Sector Scores	Aggregate Satisfaction Score
e-Government Q2 2006	74.0
e-Business Q2 2005	75.9
e-Commerce Q4 2005	79.6

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The chart below shows the quarter-over-quarter trends in aggregate customer satisfaction scores over time:

Aggregate Satisfaction Score (100 point scale)

Date	Score
Sept. 03	70.9
Dec. 03	69.1
Mar. 04	70.9
Jun. 04	70.3
Sept. 04	71.2
Dec. 04	72.1
Mar. 05	71.9
Jun. 05	72.6
Sept. 05	73.5
Dec. 05	73.9
Mar. 06	73.5
Jun. 06	74

TOP PERFORMERS USE CUSTOMER SATISFACTION MEASUREMENT AS A MANAGEMENT METRIC

This quarter, 20 sites, or 22% of the 92 measured, have scores of 80 or higher, compared to 15% of the total last quarter that fell into this elite group.

Website		6/06 Score
Internet Social Security Benefits Application	https://s044a90.ssa.gov/apps6a/ISBA/main.html	88
Help with Medicare Prescription Drug Plan Costs	https://s044a90.ssa.gov/apps6z/i1020/main.html	87
NHLBI Diseases and Conditions Index	www.nhlbi.nih.gov/health/dci/index.html	85
MedlinePlus	http://medlineplus.gov	85
NHLBI main website	http://www.nhlbi.nih.gov	83
Social Security Business Services Online	http://www.ssa.gov/bso/bsowelcome.htm	83
MedlinePlus en español	http://medlineplus.gov/esp/	82
NHLBI Aim for Healthy Weight	www.nhlbi.nih.gov/health/public/heart/obesity/lose_wt	82
NIDDK Clearinghouses	http://www.niddk.nih.gov	82
National Cancer Institute Site en Español	www.cancer.gov/espanol	82
Federal Citizen Information Center	www.pueblo.gsa.gov/	82
National Cancer Institute main website	www.cancer.gov	81
National Women's Health Information Center (NWHIC) main website	www.4woman.gov	81
NIDCD Website	http://www.nidcd.nih.gov	81
Office of Science Education website	http://science.education.nih.gov	81
Military Spouse Career Center	http://www.military.com/spouse/	80
NIAMS Public Website	http://www.niams.nih.gov/index.htm	80
U.S. Mint main website	www.usmint.gov	80
AIDSinfo	http://aidsinfo.nih.gov/	80
NIH Senior Health	http://nihseniorhealth.gov	80

Two of these are new to the index this quarter: National Cancer Institute Site en Español (www.cancer.gov/español), with a score of 82 and the Military Spouse Career Center (http://www.military.com/spouse/), with a score of 80.

Other sites have been able to consistently maintain high levels of satisfaction by listening to and acting on "voice of customer" feedback. It's impressive to note that citizen satisfaction has increased or stayed at the same level for 83% of the top-performing sites that were not new to the index this quarter.

Health information repositories MedlinePlus (http://medlineplus.gov) and Medline Plus en español (http://medlineplus.gov/esp/) have consistently met the needs and exceeded the expectations of both the English and the Spanish-speaking public, and have remained in the "top performers" group for each of the 11 quarters in which they've been measured.

"The success of MedlinePlus in the ACSI shows that the Federal Government, and specifically the National Institutes of Health, can provide the public with reliable and well-organized health information via the World Wide Web. What we learn from our experience with the ACSI allows us to make constant improvements to MedlinePlus," said Robert Mehnert, Director, Office of Communications and Public Liaison, National Library of Medicine.

Since it first entered the Index in third quarter 2004, the main website for the National Cancer Institute (www.cancer.gov) has had an exceptional satisfaction score of 80 or higher. NCI recently began measuring customer satisfaction on a Spanish-language sub-set of the site (www.cancer.gov/espanol). This site entered the Index with a strong score of 82.

"Cancer patients, their families, health professionals and others involved in their care need a comprehensive, current and credible source of information. Cancer.gov strives to be that source, and we keep track of how well we're doing by listening to, and acting on, the voice of customer feedback gathered through ForeSee Results," said Sue Feldman, Web Analytics Program Manager, National Cancer Institute.

Customer satisfaction is a long-time goal at the National Women's Health Information Center, the longest-measured site in the "top performers" group. Since September 2002, NWHIC has maintained a citizen satisfaction score of 80 or above on its site focused on women's health issues, www.4woman.gov.

Since the fourth quarter of 2004, the website of the Federal Citizen Information Center (www.pueblo.gsa.gov/) has achieved a citizen satisfaction score of 80 or higher. This online source for information about consumer problems and government services is a successful extension of the FCIC's 35-year old offline presence.

GAP WIDENS FOR TOP- AND BOTTOM-PERFORMING SITES

A comparison of the top- and bottom-performing sites provides valuable insight into the long-term benefits of using customer satisfaction measurement as a management metric. This quarter, the aggregate satisfaction score of 82 for this top-scoring group of 22 sites is 11% higher than the average score of 74 and 24% higher than the aggregate score of 66 for the 15% of sites scoring 70 or lower.

Satisfaction decreased since the first time it was measured for only three sites, two of them by two points or less. In contrast, satisfaction has decreased for one-third of the bottom-performing sites that were not new to the index this quarter.

Even in the lower tier of the index, some sites are translating "voice of customer" insights into improvements that yield higher satisfaction scores. One-third of the 24 bottom-performing sites have seen increases of three points or more over the period that they have been measured in the index. For example, the score for the Department of the Treasury, Alcohol and Tobacco Tax and Trade Bureau's website (www.ttb.gov) has risen five points to 63 since one year ago and three points since last quarter. Scores for some of these lower-scoring sites are increasing faster than scores for the top-performing sites, perhaps because they have more room for improvement. Regardless of where they are starting, sites that are showing improvements in satisfaction should be commended for their focus on providing a more satisfying online experience to citizens.

Analysis of the elements driving online satisfaction for the top- and bottom-performing sites provides some interesting insights. For most of the measured elements, scores are 20% higher for the top-performing group than the lower-scoring group, including in the critical elements of search and navigation. This shows that that top-performing sites have really excelled in the areas where improvements tend to be have the most impact on citizen satisfaction.

Satisfaction drives desired future behaviors, such as return visits to the site, likelihood to engage in "word of mouth" marketing and propensity to consider the site a primary informational resource. The top-performers group had future behavior scores that were significantly higher than the lower-performing group. While the top performers on aggregate scored 87 on Likelihood to Return to the site, the bottom performers had an aggregate score of 78. The gap is even wider for Likelihood to Recommend the site, where the top performing group's score of 86 exceeded the lower performing group's score of 73 by 18%. There was less of a difference in Likelihood to Use the Site as a Primary Resource, where seven points separated the top performers aggregate score of 79 from the lower performing group's score of 72.

KEY DRIVERS OF SATISFACTION: SEARCH REMAINS TOP PRIORITY, BUT FOR FEWER SITES THAN IN PAST

Search has long been a "hot button" for both private and public sector websites. It's especially critical for government websites, which often disseminate vast amounts of information to the public. Since we began tracking priorities in fourth quarter 2004, search has consistently been a "high priority" element, which we define as ranking as the first or second priority for measured sites. Improvements in a high priority area have the highest impact on satisfaction and scores for future desired behaviors, such as return site visits and recommendations.

While search is still important, its incidence as the top priority ranking has been on the decline. In second quarter 2005, search was a top priority for 90% of the sites measured, whereas today it is top priority for 80% of sites. This change could be due to the intense focus on search over the past few years for many government websites, many of which have changed search engines or added functionality such as clustering.

While search as a top priority is trending downward (although it's still more of priority than other areas), the priority of other elements is rising. Look and Feel, for example, was top priority for only 29% of sites one year ago and is now top priority for 37% of sites. Navigation also appears to be more of an issue, with 42% of sites naming it as a top priority item, up from 37% last quarter.

Search and navigation are inextricably tied together. Search is often a default for navigation—when people can't find what they want on a site because the navigation is not intuitive, they type a term in the search box. Therefore, fixing navigation and look and feel can sometimes have a positive impact on search. But, while this report provides information on overall trends for government sites, it's important to note that each site must determine what is most important to its site visitors by collecting "voice of customer" feedback from them.

SCORES FOR FUTURE BEHAVIORS REMAIN ON PAR WITH LAST QUARTER

Although aggregate satisfaction rose this quarter, the increase was not significant enough to translate into increased scores for future behaviors tied to channel loyalty and "word of mouth." The score for citizens' likelihood to return to a government website remained at 82, while the likelihood to recommend stayed steady at 79. The aggregate score for the public's likelihood to use a site as a primary resource remained the same as last quarter at 74.

CUSTOMER SATISFACTION BY TYPE OF MEASURED SITE

The 92 sites measured in first quarter 2006 fall into four categories: Portals/Department Main sites, News/Information, E-Commerce/Transactions and Recruitment/Careers. As shown below, each category saw its score go up from last quarter, with the largest increase, .9%, in the Portals/Department main sites category. The satisfaction score remains highest, 77.3, in the smallest of the four categories: Recruitment/Careers.

Category	Q1 2006	Q2 2006	Change
ACSI E-Government Aggregate	73.5	74.0	.7%
Portals/Department Main Sites	74.5	75.2	.9%
News/Information	72.7	73.0	.4%
E-commerce/Transactions	74.1	74.6	.7%
Recruitment/Careers	77.0	77.3	.4%

Portals/Department Main Sites

The 24 sites in the Portal/Department main sites category have an aggregate satisfaction score of 75.2, 1.2 points above the average score for all measured sites. Quarter-over-quarter, the aggregate score for this category has gone up .9%, while the year-over-year increase is 3.6%.

Scores in this category range from 68 to 83, with the National Heart, Lung and Blood Institute's website, http://www.nhlbi.nih.gov, leading or being tied for the top score for the fourth quarter in a row. The main website of the National Cancer Institute (www.cancer.gov) and the Office of Science Education website (http://science.education.nih.gov) share the next highest score in the category: 81.

An impressive 58% of portals increased since last quarter (but none by more than two points), 21% stayed the same and 21% decreased.

For Portals/Dept Main sites, search is overwhelmingly the highest priority (for 92% of the sites) and the category's search score of 76 is two points higher than the average score of 74.

E-Government U.S. Agency/ Department/Office	Website	6/06 Score
Portals/Department Main Sites		
National Heart, Lung and Blood Institute, National Institutes of Health, HHS	NHLBI main website http://www.nhlbi.nih.gov	83
National Cancer Institute, National Institutes of Health, HHS	National Cancer Institute main website www.cancer.gov	81
Office of Science Education, National Institutes of Health, HHS	Office of Science Education website http://science.education.nih.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	U.S. Mint main website—www.usmint.gov	80
National Eye Institute, National Institutes of Health, HHS	National Eye Institute main website http://www.nei.nih.gov	79
National Parks Service, Interior	National Parks Service main website—www.nps.gov	78

E-Government U.S. Agency/ Department/Office	Website	6/06 Score
Portals/Department Main Sites Continued		
General Services Administration	FirstGov.gov website (Spanish) http://firstgov.gov/Espanol/index.shtml	78
National Institute of General Medical Sciences, National Institutes of Health, HHS	NIGMS website http://www.nigms.nih.gov	78
Centers for Disease Control and Prevention	CDC main website—www.cdc.gov	77
National Institute of Dental & Craniofacial Research, National Institutes of Health, HHS	NIDCR website http://www.nidcr.nih.gov	76
National Human Genome Research Institute, National Institutes of Health, HHS	NHGRI website www.genome.gov	76
National Library of Medicine, HHS	NLM main website—www.nlm.nih.gov	75
U.S. Small Business Administration	SBA main website—www.sba.gov	75
Government Accountability Office	GAO main public website—www.gao.gov	74
Department of Defense	Department of Defense main site http://www.dod.mil	73
Federal Deposit Insurance Corporation	FDIC main website—www.fdic.gov	73
Internal Revenue Service, Treasury	IRS main website—www.irs.gov	72
Social Security Administration	Social Security Online (Main Website) www.socialsecurity.gov/	72
Department of State	Department of State main website—www.state.gov	70
National Archives & Records Administration	NARA main public website—www.archives.gov	69
Fogarty International Center, National Institutes of Health, HHS	Fogarty International Center http://www.fic.nih.gov	69
Department of the Treasury	Treasury main website—www.treasury.gov	68
General Services Administration	GSA main website—www.gsa.gov	68

News/Information

Fifty-three sites comprise the news/information category, which had an aggregate score of 73. The aggregate score for this category has not increased as dramatically as the overall Portals/ Department main sites score. It went up .4% from last quarter and .7% from one year ago.

Scores range from 57 to 85. Both MedlinePlus (http://medlineplus.gov) and the National Heart, Lung and Blood Institute's Diseases and Conditions Index (www.nhlbi.nih.gov/health/dci/index. html) had scores of 85. Interestingly, both of these sites also topped this category last quarter with a score of 85.

Forty-four percent of sites in this category had score increases since last quarter. Four of these increased by three points: the Federal Citizen Information Center (www.pueblo.gsa.gov/), the State Department's International Information Programs (http://usinfo.state.gov), the Risk Management Agency (www.rma.usda.gov) and the Department of the Treasury, Alcohol and Tobacco Tax and Trade Bureau (www.ttb.gov). Twenty-six percent of news/information sites report the same score as last quarter, while 30% now have lower citizen satisfaction scores.

While search remains a top priority for sites in the news/information category, it follows the downward priority trend seen overall. Search is a high-priority element—meaning that making changes to search would positively impact satisfaction and loyalty—for 78% of news/information sites, down from 89% last quarter.

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E-Government U.S. Agency/ Department/Office	Website	6/06 Score
News/Information Websites		
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 http://medlineplus.gov	85
National Library of Medicine, | National Institutes of Health, HHS	MedlinePlus en español http://medlineplus.gov/esp/	82
National Heart, Lung and Blood Institute, National Institutes of Health, HHS	NHLBI Aim for Healthy Weight www.nhlbi.nih.gov/health/public/heart/obesity/lose_wt	82
National Institute of Diabetes & Digestive & Kidney Diseases, National Institutes of Health, HHS	NIDDK Clearinghouses http://www.niddk.nih.gov	82
National Cancer Institute, National Institutes of Health, HHS	National Cancer Institute Site en Español www.cancer.gov/espanol	82
General Services Administration	Federal Citizen Information Center www.pueblo.gsa.gov/	82
Office on Women's Health	National Women's Health Information Center (NWHIC) main website -- www.4woman.gov	81
National Institute on Deafness and Other Communication Disorders, National Institutes of Health, HHS	NIDCD Website http://www.nidcd.nih.gov	81
National Library of Medicine, National Institutes of Health, HHS	AIDSinfo http://aidsinfo.nih.gov/	80
NIH Senior Health, National Institutes of Health, HHS	NIH Senior Health http://nihseniorhealth.gov	80
Bureau of Labor Statistics	BLS Occupational Outlook Handbook http://www.bls.gov/oco/	79
Bureau of Educational and Cultural Affairs, State	State Alumni website https://alumni.state.gov	79
National Archives & Records Administration	NARA Presidential Library websites http://archives.gov/presidential_libraries/index.html	78
National Library of Medicine, National Institutes of Health, HHS	TOXNET http://toxnet.nlm.nih.gov	78
General Services Administration	Consumer Action Website, http://www.consumeraction.gov	78
NIH Health Information, National Institutes of Health, HHS	NIH Health Information http://www.health.nih.gov	77
NIH Office of Research Services, National Institutes of Health, HHS	NIH Office of Research Services http://www.ors.od.nih.gov	76
National Institute of Justice, Justice	NIJ main website— http://www.ojp.gov/nij	75
Office of Animal Care and Use, Institutes of Health, HHS	OACU website http://oacu.od.nih.gov	75
Office of Research Facilities, National Institutes of Health, HHS	NIH Office of Research Facilities website http://orf.od.nih.gov	75
U.S. Department of Commerce	National Geodetic Society, National Oceanic and Atmospheric Administration website—http://www.ngs.noaa.gov/	75
National Criminal Justice Reference Service, Justice	NCJRS website www.ncjrs.gov	75
Small Business Administration	SBA Business.gov—www.business.gov	75

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E-Government U.S. Agency/ Department/Office	Website	6/06 Score
News/Information Websites Continued		
Agency for Healthcare Research & Quality, HHS	Agency for Healthcare Research and Quality www.ahrq.gov	74
National Institute of Allergy and Infectious Diseases, HHS	NIAID main website www.niaid.nih.gov	74
National Institute of Environmental Health Sciences, National Institutes of Health, HHS	NIEHS main website www.niehs.nih.gov	73
National Institute on Deafness and Other Communication Disorders, National Institutes of Health, HHS	NIH Stem Cell Information http://stemcells.nih.gov	73
Office for Victims of Crime, Department of Justice	OVC website www.ovc.gov	73
Surveillance, Epidemiology, and End Results (SEER), National Cancer Institute, National Institutes of Health, HHS	SEER website http://seer.cancer.gov	72
Social Security Administration	Social Security Online: Answers to Your Questions http://ssa-custhelp.ssa.gov	72
Food Safety and Inspection Service, Agriculture	FSIS main website—www.fsis.usda.gov	72
Economic Research Service, Agriculture	ERS main website—www.ers.usda.gov	72
International Information Programs, State	IIP main website—http://usinfo.state.gov	72
Bureau of Cultural Affairs, State	Bureau of Cultural Affairs website http://exchanges.state.gov/	72
Department of State	Student website—http://future.state.gov	71
Department of State	U.S. Department of State Education USA http://educationusa.state.gov	71
U.S. Nuclear Regulatory Commission	U.S. Nuclear Regulatory Commission website www.nrc.gov	70
Center for Nutrition Policy Promotion, Agriculture	MyPyramid website—www.MyPyramid.gov	69
Financial Management Service, Treasury	Financial Management Service—www.fms.treas.gov	69
Bureau of Economic Analysis, Commerce	BEA main website—http://www.bea.gov	68
Foreign Agricultural Service, Agriculture	FAS main website—www.fas.usda.gov	68
National Agricultural Library, Agriculture	NAL main website—www.nal.usda.gov	67
U.S. Food and Drug Administration, HHS	FDA main website—www.fda.gov	66
Cooperative State Research, Education, and Extension Service, Agriculture	CSREES main website www.csrees.usda.gov	66
Risk Management Agency, Agriculture	RMA website—www.rma.usda.gov	65
Federal Emergency Management Agency, Homeland Security	FEMA Mitigation Division website www.fema.gov/fima/	64
Department of the Treasury, Alcohol and Tobacco Tax and Trade Bureau	USTTB website www.ttb.gov	63
Forest Service, Agriculture	Forest Service main website—http://www.fs.fed.us	63
Military Health System, Defense	TRICARE—www.tricare.osd.mil/	61
National Archives & Records Administration	NARA AAD - Access to Archival Databases www.archives.gov/aad/index.html	61
Office of Rare Diseases, National Institutes of Health,HHS	NIH Office of Rare Diseases http://rarediseases.info.nih.gov/	61
General Services Administration	GSA E-Library http://www.gsaelibrary.gsa.gov/ElibMain/ElibHome	57

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E-Commerce/Transactions

The 10 sites in this category have an aggregate citizen satisfaction score of 74.6—a .7% increase from last quarter and a 4.7% increase from second quarter 2005. The Internet Social Security Benefits Application site topped the category (and the entire index) with a score of 88. In fact, four of the five highest-scoring sites in this category are part of the Social Security Administration.

Scores range from 57 to 88. This category has the largest gap between high and low scores: 31 points.

Seventy percent of sites in the e-commerce/transactions category had increases in their scores since last quarter, while 30% decreased. The biggest increase was for the U.S. Mint Online Catalog (http://catalog.usmint.gov), which rose three points since last quarter.

E-commerce/transaction sites are on par with the other categories for all element scores except for search, where it score is five points below average. In this category, search is a top priority for a lower-than-average number of sites (40%). Tasks and transactions, which measures people's ability to accomplish their intended objectives on the site, is top priority for 80% of the five sites that measure it.

E-Government U.S. Agency/ Department/Office	Website	6/06 Score
E-Commerce/Transactions		
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	83
United States Mint, Treasury	Online Catalog—http://catalog.usmint.gov	79
SSA Retirement Planner	Social Security Retirement Planner www.socialsecurity.gov/r&m1.htm	76
Pension Benefit Guaranty Corporation	PBGC main website—www.pbgc.gov	71
General Services Administration	GSA E-Buy—http://www.ebuy.gsa.gov	70
General Services Administration	GSA Advantage website https://www.gsaadvantage.gov	68
Department of the Treasury, Bureau of the Public Debt	TreasuryDirect www.treasurydirect.gov	68
General Services Administration	USDA Advantage—http://www.usdaadvantage.gsa.gov	57

Recruitment/Careers

The five sites that make up the recruitment/careers category have the highest aggregate score, 77.3, which is up .4% from last quarter. The Monster Military Spouse Career Center (http://www.military.com/spouse/) entered the index with a strong score of 80.

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Five points separate this top score from the lowest score of 75. Of the sites that were measured last quarter, three had scores that stayed the same while one dropped.

Navigation is the top priority element for 80% of the sites, followed by Site Performance for 60%.

E-Government U.S. Agency/ Department/Office	Website	6/06 Score
Recruitment/Careers		
Military Community and Family Policy Office, Defense	Military Spouse Career Center http://www.military.com/spouse/	80
Central Intelligence Agency	Recruitment website http://www.cia.gov/employment	79
Office of Personnel Management	Recruitment website—www.usajobs.opm.gov	76
Department of Labor	Department of Labor Job Listings—www.doors.dol.gov	76
Department of State	Recruitment website—www.careers.state.gov	75

ENTERPRISE VIEW OF CUSTOMER SATISFACTION

Seven departments or administrations have five or more sites in the E-Government Satisfaction Index. Aggregate scores for the Social Security Administration, the National Institutes of Health (NIH) and the Department of Health and Human Services (which includes NIH sites) are all significantly above this quarter's aggregate score of 74.

The Department of Treasury saw the greatest increase in its enterprise score: 2%.

Department Comparison	Q1 2006 (Aggregate Satisfaction Score)	Q2 2006	% Change
Social Security Administration	78.9	79.6	0.9%
National Institutes of Health (part of HHS, below)	76.7	77.6	1.0%
Department of Health & Human Services (HHS)	76.8	77.2	0.5%
Department of State	72.4	72.7	0.4%
GSA	70.0	69.5	-0.7%
Treasury	69.7	71.3	2.0%
USDA	67.6	67.6	0

CONCLUSION

It's encouraging that citizen satisfaction with federal government websites has reached an all-time high and that an increasing number of sites are delivering a more satisfying online experience as evidenced by higher satisfaction scores this quarter than last. Sites that collect and act on "voice of customer" feedback should be commended for their citizen-centric focus.

However, government sites should not rest on their laurels. The online evolution continues, and government sites (like their private sector counterparts) must continue to stay one step ahead of citizens' evolving standards, which are shaped by the sum total of the websites they visit.

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.

ABOUT FORESEE RESULTS, INC.

ForeSee Results is the market leader in online customer satisfaction measurement and management and specializing 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.

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