



The image shows a screenshot of the U.S. Bureau of Economic Analysis (BEA) website. The main page header includes the BEA logo and navigation links. A survey overlay is displayed in the foreground, titled "BEA Customer Satisfaction Survey". The survey text reads: "This window may present you with a customer satisfaction survey. This survey is conducted by an independent company, ForeSee Results. The feedback obtained from this survey will help us to enhance our website. All results are strictly confidential. Please ignore this window and continue browsing our site in the other window." Below this text are links for "ForeSee Results", "Privacy", and "Technical Support". A small pop-up box says "Did You Know? You can have GDP... mailed to you immediately after it is released every month...". The survey questions are: 1: Please rate the clarity of site organization. 2: Please rate the layout of this site. 3: Please rate the ability to find information you want on this site. Each question has a 10-point scale from "1= Poor" to "10= Excellent" and a "Don't Know" option.

Report on the Customer Satisfaction Survey FY 2008

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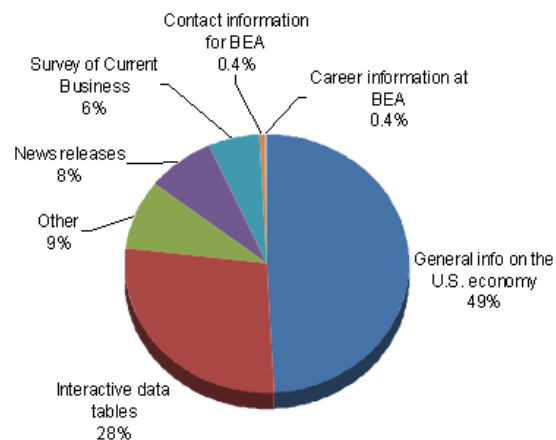
The Bureau of Economic Analysis (BEA) remains committed to two endeavors—delivering the most accurate and timely economic data and packaging these data so that they are relevant to customers. To assess customers' opinions about its data products, customer service, and Web site, BEA has conducted annual surveys since FY 2000. The outcomes of these surveys have served as catalysts for new strategic planning goals and spurred Bureau-wide improvement efforts. Many recent Web site improvements have been prompted by survey results, including Frequently Asked Questions enhancements, search engine enhancements, and plain-language communications products aimed at clarifying economic understanding for non-economists.

In FY 2006, BEA dramatically improved its customer survey by taking it online, which rendered additional detail about those who use BEA data. That survey showed—and the FY 2008 survey further illustrates—that diversity is a key characteristic of BEA's customers. The surveys were placed on the most trafficked pages to garner the best opportunity for responses. BEA started with several key questions and after review of the responses decided that additional questions were needed to help understand our visitors. For example, questions that focused on our student base were enhanced to include sub-questions on their education level and what they did specifically on the BEA site. In February of 2008, BEA also increased the frequency of survey presentations from five to a total of nine major Web pages of the site. These changes were done to enhance the understanding of our user's needs and interests.

As with the previous years survey responses, BEA learned that everyone from economists and statisticians to students and educators to domestic and international financiers use BEA economic statistics. The information obtained from this year's survey will be used to further improve Web site usability, content, and tailor outreach efforts to meet the needs of BEA's user groups. The FY 2008 customer survey was conducted on the BEA Web site from October 1, 2007, through June September 30, 2008 providing multiple statistically-relevant sample sets of users. There were more than 2,711 respondents during this time period and the response rate for completing the survey was 3.95%.

BEA Web Site

Since 2007, BEA's public Web site has undergone major improvements in navigation and design. The search engine was refined and the FAQ database was expanded. According to the Federal Consulting Group, which tracks customer satisfaction with Web sites, BEA.gov is among the best-scoring Federal news and information sites. The BEA public Web site receives on average 60,000 unique visits per month. Of the survey respondents, 49% of those visitors are looking for general information on the U.S. economy and 28% are using BEA interactive data tables.



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Customer Satisfaction

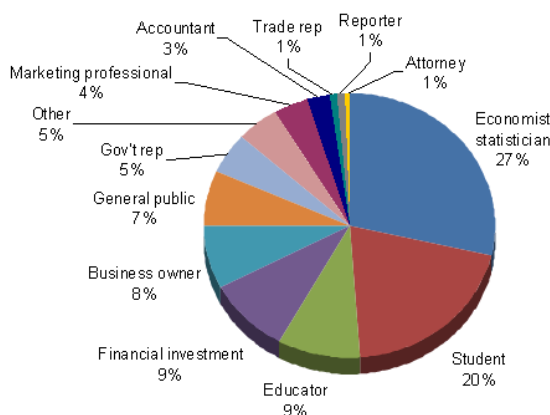
The Customer Satisfaction Surveys have helped BEA meet customers' expectations. FY 2008 customer survey respondents were asked to rank their satisfaction with BEA's products and services on a 10-point scale, with 1–5 being 'unsatisfied;' 6–7 being 'somewhat satisfied;' 8–9 being 'moderately satisfied;' and 10 being 'very satisfied.' This 10-point scale is then converted to a 100-point scale.

Using the survey's 100-point scale, respondents were asked to rank their satisfaction with the BEA Web site. Among all user groups, educators and trade representatives each gave the highest satisfaction score of 77. The user group economists and statisticians also showed high satisfaction while using BEA's Web site giving it a score of 74. Financial and investment professionals, marketing professionals, and reporters rounded out the groups whose satisfaction was higher than benchmark numbers each scoring above 70.

	Economist statistician	Student	Educator	Financial investment	Business owner	General public	Gov't rep	Other	Marketing professional	Accountant	Trade rep	Reporter	Attorney	Overall
<i>Responses:</i>	483 28%	347 20%	156 9%	153 9%	131 8%	116 7%	84 5%	80 5%	64 4%	45 3%	13 1%	13 1%	11 1%	
Content	86	83	88	84	80	83	79	78	83	78	84	85	72	84
Functionality	79	73	80	80	73	72	73	70	75	72	79	81	62	76
Look and Feel	71	65	73	70	67	68	70	66	70	61	76	70	53	69
Navigation	71	62	73	71	64	67	67	61	69	58	72	70	43	67
Site Performance	95	82	89	85	80	82	85	79	86	79	94	86	74	84
Satisfaction	74	66	77	73	67	65	68	63	72	65	77	71	44	70
Primary Resource	86	72	87	81	73	77	72	72	82	75	94	82	58	79
Recommend	85	68	87	81	74	68	76	71	80	75	93	78	46	78
Return	90	73	90	87	80	77	80	76	85	82	93	97	63	83

The overall satisfaction score of BEA.gov visitors was 70 (out of 100). This is comparable to other Federal Government agencies that typically report satisfaction scores from 65–72. On the OMB's 5-point customer satisfaction scoring index, BEA's score is equivalent to 4.2, demonstrating our continued commitment to maintaining a customer satisfaction score above 4.0. Although this year's score is slightly lower than the results from previous years, the reduction is due in part to the increased number of Web pages being surveyed as well as to the more-detailed questions being asked of survey participants, as BEA strives to achieve the highest level of customer satisfaction.

Customer Demographics



BEA's online survey obtains anonymous information about its customers. The four largest data user groups among respondents in FY 2008 were: economists & statisticians (27%); students (20%); educators (9%); and professionals working in financial, securities, and investments (9%).

For 33% of the visitors who completed the survey it was their first time visiting the BEA site. Other visitors noted that they visited the site once a month (29%), once a week (20%), every 6



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months or less (15%), or daily (4%). Search engines drove the majority of the traffic to the site along with other governmental Web sites or a college course/professor recommendation.

Next steps

BEA continues to monitor the survey results and responses on a monthly basis. This allows the agency to make recommendations for changes to the Web site and other informational content. Based on what has been gathered in FY 2008, BEA will be implementing several enhancements to its Web site along with implementing new survey questions. For FY 2010, additional Web pages will be added to the list of current pages that present the survey to visitors.

Based on the FY 2008 survey results, BEA has begun researching and developing a “learning center” section of the site. This section will help the students and educators learn about BEA and better understand its statistics and products. This section will also aid the general public in understanding more about the agency by using everyday terminology, engaging interactive content, and cross-agency linking. BEA is aiming for a FY 2009 launching of this section and will begin to collect survey information within this section starting in FY 2010. BEA will monitor the feedback to ensure what is being published to these sections is addressing the needs and concerns of the visitors, and help the agency make adjustments accordingly

BEA is also looking to address its congressional stakeholders by providing a Web “portal” for quick and easy access to BEA releases and products. This “portal” will be designed to provide a quick representation of economic statistics, therefore helping the stakeholders make better informed economic decisions. Starting in FY 2010 additional surveys will be added to the “portal”

About ForeSee Results

The Bureau of Economic Analysis uses a Web-based survey instrument that is conducted by Foresee Results, a 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. This contractor's methodologies and survey instruments are OMB approved.

There are several key characteristics of ForeSee Results' survey design:

The use of multiple item scales

Instead of relying on the answer to a single question to measure customer perceptions for a particular attribute, or "element" (which typically results in a rather large confidence interval), ForeSee Results asks multiple questions to derive a score for each measured element. For example, rather than asking respondents to "Please rate your overall satisfaction with the functionality of this Web site" to derive a score for Functionality, respondents are asked to rate the "usefulness of services", the "convenience of services" and the "ability to accomplish what you wanted to". Not only is the information gathered more specific and actionable, but combining a number of correlated measures together into an element also reduces the confidence interval around the mean score, enabling us to detect true changes in scores over repeated measurement periods.

Element questions before satisfaction and future behavior questions

ForeSee Results asks all questions relating to specific site elements before asking questions relating to overall satisfaction and future behaviors. This is to help ensure that overall site satisfaction is rated based on respondents' experiences with the various site elements.

Performance ratings of attributes on 10-point scales

ForeSee Results employs the use of 10-point scales (with an option of Don't Know, where applicable) to help maximize the precision of the scores and to extract greater amounts of information from skewed data.

The use of partial (partitioned) questionnaires: ForeSee Results' proprietary technology allows us to partition a 30-to-40 question customer satisfaction survey model into 12-to-20 question Imputation is used to fill in the missing data based on responses to common questions. Only taking about two minutes to complete, this drastically reduced questionnaire length improves survey response rates. The result is a means of gathering accurate and precise data that is far less intrusive than traditional market research surveys.

Derived impacts rather than self-rated importance

Self-rated importance, (e.g. "Please rate the importance of site performance on your Web experience), is a traditional market research approach that can provide misleading, unreliable results. Using its proprietary methodology, ForeSee Results uses derived impacts to estimate the amount of change in satisfaction that will occur with an improvement in a quality component (such as site performance).

Imputation: What is it and why does it work?

Imputation is a broad class of statistical methods for estimating the missing values in a data set using the information that is available. In essence, imputation allows us to use people's responses to the questions they ARE asked to PREDICT how they would have answered the questions that they WEREN'T asked. There are a number of common methods for handling missing data. The method utilized by ForeSee Results is sophisticated method that takes into account the relationships in its customer satisfaction model and inter-correlations in the data.

In simplest terms, imputation works because the survey partitions are set up in such a way that there is sufficient information about the inter-correlations of all the questions in the data to estimate the necessary predictions.

Why does the survey use a sample of 300?

Based on thorough research Foresee Results determined that a sample of 300 is the most optimized in terms of both minimizing measurement error and expediting data collection. This sample size ensures stable and precise impacts and scores. Scores are typically (+/-) 2 points at a 95% confidence interval. It is important to note that the determination of an appropriate sample size is a statistical formula and is not dependent upon population size.

How does Foresee Results know that the survey questions are the "right" questions?

To create its core list customer satisfaction survey model, ForeSee Results went through a rigorous question development process. This process included qualitative, one-on-one interviews with a variety of Internet users, with a follow-up survey to validate the findings. In general there are three types of validity that we apply to the assessment of the survey. First, do the questions have "face validity" that is do they make sense. Second, construct validity is evaluated by examining whether the questions that comprise each element group together statistically in the way we expect them to group. And third discriminate validity is examined and assessed to determine if the various groups are statistically independent from each other (i.e., low inter-correlations between elements).