Feedback surveys as a shared service supporting Customer Experience (CX)
the goal:

Use customer feedback to improve how services are delivered.
What is Touchpoints?

- A web application provided as a shared service to support customer feedback
- Software that provides easy-to-use customer feedback forms
- A tool to engage customers in program and product design & delivery
- An easier way to fulfill A-11 reporting to meet CX CAP goal requirements

Learn more at https://touchpoints.digital.gov
Who uses Touchpoints?

Personas

Federal agency staff seeking an easy way to collect customer feedback online.

- **Organization Managers**
  
  Agency lead & CX point of contact

- **Form Managers**
  
  Agency staff who manage Forms

- **Response Viewers**
  
  Agency staff who read and analyze response data

- **Public Users**
  
  Customers who have experienced a public service
How Touchpoints is organized

Touchpoints Concepts
Organizations have **Forms**

**Forms** receive **Responses**

Each Federal Agency is an Organization.

Each Form can be considered a “touchpoint” in a user’s experience.
Agencies should submit their data as soon as they are able to following the last day of the quarter.

Source: OMB Circular A11, Section 280.12
Value Proposition

Why Touchpoints?

Standard Forms
- CX (OMB A-11, Section 280)
- Open-ended feedback
- Recruiter (user research)

Survey Delivery Options
- Host forms on Touchpoints
- Display in a modal on your web page
- Embed directly on your web page

Easy Reporting
- Export data to CSV
- CX CAP reports

Unique Benefits
- No cost to federal agencies
- PRA-friendly Form Templates
- Reduce A-11 compliance burden
- Streamlined CX CAP reporting
An overview of the Touchpoints product
Making customer feedback easier for federal agencies.

Touchpoints offers a simple, flexible, and convenient way to start collecting customer feedback so you can focus on serving your customers rather than managing surveys.

Get started

Start collecting Feedback
You don't have to be an expert or spend months on coordination. Touchpoints is an entry-level tool, designed to get you started collecting basic customer feedback.

PRA-friendly
Touchpoints provides a common feedback survey template that leverages an existing PRA clearance.

Get and Stay Organized
Customer experience managers can keep track of surveys and feedback in one place.

What Touchpoints offers:
Sign up and login with LOGIN.GOV
Login to Touchpoints via Login.gov

Touchpoints is using login.gov to allow you to sign in to your account safely and securely.

Email address
ryan.wold@gsa.gov

Password

Sign In

Don't have an account? Create an account

Sign in with your government employee ID

- Back to Touchpoints
- Forgot your password?

Security Practices and Privacy Act Statement
Creating and managing
Forms
Steps to create a Form and begin receiving Responses

1. Create a form
2. Customize the form
3. Publish the form PRA may be required
4. Receive responses
5. Reporting: viewing and exporting responses
Create a form

Use a form template, an existing form, or start from scratch.
Common forms for Customer Experience

Form Templates

Use a form template to quickly get started with feedback.

<table>
<thead>
<tr>
<th>Form Template</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CX Feedback form</td>
<td>Meets Section 280 CX reporting requirements. Can be fast tracked for PRA approval in about a week.</td>
</tr>
<tr>
<td>Open-ended feedback form</td>
<td>Solicit general feedback about a site or feature. Not subject to PRA</td>
</tr>
<tr>
<td>Recruiter form</td>
<td>Allow users to opt into user research opportunities for public services.</td>
</tr>
<tr>
<td></td>
<td>Not subject to PRA</td>
</tr>
</tbody>
</table>
# Editing Questions for: Feedback form

[Back to Surveys](#)

## Feedback form

**Instructions:**

- [ ]

**Survey Instructions**

### Page 1

<table>
<thead>
<tr>
<th>Field</th>
<th>Answer</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>ANSWER_01</td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td>ANSWER_02</td>
<td></td>
</tr>
<tr>
<td>Response body</td>
<td>ANSWER_03</td>
<td></td>
</tr>
</tbody>
</table>
How does a public user experience a Touchpoint?

You decide the “delivery option”
Either on the Touchpoints website, or embedded on your website
Delivery Option = Hosted

A user visits a Touchpoints URL directly.

Something like:
https://touchpoints.app.cloud.gov/touchpoints/your-form-id
1. A-11 Question 1
   - strongly disagree
   - disagree
   - neutral
   - agree
   - strongly agree

2. A-11 Question 2
   - strongly disagree
   - disagree
   - neutral
   - agree
   - strongly agree

3. A-11 Question 3

Would you like to take two more minutes to answer more questions to help us improve our services?

Yes, keep going →  No, only submit these responses
Delivery Option = Tab + Modal

User clicks a tab button on a webpage and sees a form in a modal window.
Feedback Form

1. A-11 Question 1
   - strongly disagree
   - disagree
   - neutral
   - agree
   - strongly agree

2. A-11 Question 2
   - strongly disagree
   - disagree
   - neutral
   - agree
   - strongly agree

3. A-11 Question 3

Would you like to take two more minutes to answer more questions to help us improve our services?
- Yes, keep going →
- No, only submit these responses

Disclaimer Text Goes Here

An official form of the United States government. Powered by Touchpoints.
Test the Form
(See it as your users will)
Feedback Form

1. A-11 Question 1
   - strongly disagree
   - disagree
   - neutral
   - agree
   - strongly agree

2. A-11 Question 2
   - strongly disagree
   - disagree
   - neutral
   - agree
   - strongly agree

3. A-11 Question 3
   John Hancock has lovely penmanship.

Would you like to take two more minutes to answer more questions to help us improve our services?

- Yes, keep going →
- No, only submit these responses

Disclaimer: Text Goes Here

© An official form of the United States government. Powered by Touchpoints.
Feedback Form

Success
Thank you for your response 👍

An official form of the United States government. Powered by Touchpoints.
Viewing Responses
## Viewing Results

### Submissions

for Open-ended Feedback

<table>
<thead>
<tr>
<th>Body</th>
<th>Location Code</th>
<th>IP Address</th>
<th>User Agent</th>
<th>Referrer</th>
<th>Pathname</th>
</tr>
</thead>
<tbody>
<tr>
<td>Body text</td>
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<tr>
<td>Another body text</td>
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<td>Another body text</td>
<td></td>
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</tbody>
</table>

[Export Submissions to CSV]
Data Reporting

Leveraging customer experience data as a strategic asset

- Touchpoints
  - CX scores
- OMB Max
- Data aggregation + normalization
- performance.gov/cx

Other Feedback Tools
- CX Scores
Review for .gov Webmasters
1. **Form Manager creates a form for feedback**
   a. Form Manager includes a Touchpoint URL in an email, or
   b. Web team includes a Touchpoint on an existing website
2. **User interacts with a public service, then is prompted with a form**
   a. User receives an email with a Touchpoints link, or
   b. User experiences a Touchpoint form on a webpage
3. **User submits the form**
4. **Form Manager reviews and analyzes responses**
5. **Response data can be exported for analysis and CX reporting**
Additional Resources

- Feedback Analytics Program https://feedback.usa.gov
- Touchpoints https://touchpoints.digital.gov
- Touchpoints open source code https://github.com/gsa/touchpoints
- OMB Circular A11, Section 280
- Federal Register Information Collection Request, “Improving Customer Experience”
- https://www.performance.gov/cx/
Your questions and feedback are appreciated

Questions
Contact feedback-analytics@gsa.gov

Feedback
Visit https://touchpoints.app.cloud.gov/touchpoints/92b47c29/submit