Making customer feedback and data collections easier for federal agencies.
What is Touchpoints?

- A web application provided as a **shared service** by the GSA, to support **customer feedback** and data collections
- Software that provides easy-to-use **customer feedback forms**
- A better way to manage **data collections**
- A tool to **engage customers** in program and product design & delivery

Learn more at [https://touchpoints.digital.gov](https://touchpoints.digital.gov)
Presentation outline

1. Users and needs
2. Touchpoints product features
   a. **Forms for CX (Customer Experience)**
   b. **Data Collections**
   c. **Digital Registry**
3. Feedback Analytics + Digital Analytics (DAP)
4. Product support
the goal:

Use customer feedback data to improve how services are delivered.
Who uses Touchpoints?

Federal agency staff who support customer feedback—internally and with the public.

- **Form Managers**: Agency staff who manage forms
- **Response Viewers**: Agency staff who read and analyze response data
- **Performance Managers**: Agency staff responsible for administering data collections
- **Data Collections Respondents**: Agency staff responsible for submitting data collections
- **Website Managers**: Agency staff who manage web properties
- **Service Managers**: Agency staff responsible for a line of service or “service lane”
- **U.S. Digital Registry Users**: Agency staff responsible for managing social media accounts
- **Public Users**: Customers who have experienced a public service
Start getting customer feedback in less than 10 minutes

Feedback forms
Value Proposition

Why Touchpoints?

Standard Forms
- CX (OMB A-11, Section 280)
- Open-ended feedback
- Was this page helpful?
- 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
- json API
- CX Quarterly reports

Unique Benefits
- No cost to federal agencies
- PRA-friendly Form Templates
- Reduce A-11 compliance burden
- Streamlined CX CAP reporting
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.
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.
# Form Templates

Use a form template to quickly get started with feedback.

<table>
<thead>
<tr>
<th>Form Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CX Feedback form</strong></td>
<td>Supports A-11 Section 280 CX standardized reporting requirements. Can be fast tracked for PRA approval in about a week.</td>
</tr>
<tr>
<td><strong>Open-ended feedback form</strong></td>
<td>Solicit voluntary, qualitative feedback about a product or service. Not subject to PRA</td>
</tr>
<tr>
<td><strong>Recruiter form</strong></td>
<td>Allow users to opt into user research opportunities for public services. Not subject to PRA</td>
</tr>
<tr>
<td><strong>Yes/no buttons</strong></td>
<td>Gather page-level feedback with a simple “Was this page helpful?” form.</td>
</tr>
</tbody>
</table>

For more in about The Paperwork Reduction Act (PRA), visit [https://pra.digital.gov](https://pra.digital.gov).
# Editing Questions for: Feedback form

**Feedback form**

**Instructions:**

[Input field for instructions]

**Survey Instructions**

**Page 1**

<table>
<thead>
<tr>
<th>Name</th>
<th>ANSWER_01</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>ANSWER_02</td>
</tr>
</tbody>
</table>

**Response body**

[Input field for response body]

---

**Customize form questions**
How does a public user experience a Touchpoint?

Select a “delivery method” for a form Touchpoints website, or embedded on your website
Delivery Methods

On the Touchpoints website

or

On your website

- click a tab to open a modal
- click a custom button + modal
- embed for form inline
Delivery Method = “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 Method = “Tab + Modal”

User clicks a tab button on a webpage then sees a form in a modal window
Test the Form
See the same thing your users will see
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>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Another body text</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Another body text</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Export Submissions to CSV
CX Data Reporting

Leveraging customer experience data as a strategic asset

Touchpoints
A-11 Scores

Other Feedback Tools
A-11 Scores

Touchpoints
Data Collections

performance.gov/cx
Review for .gov Webmasters
Review: Tying it all together

1. **Form Manager creates a form for feedback**
   a. Form Manager includes a Touchpoint URL in an email, or
   b. Web Team includes a Touchpoints form 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**
Using data as a strategic asset

Data Collections
Performance management

Touchpoints currently supports 4 Data Collections.

- Quarterly CX Data Collections
- Bi-annually Cyber-security supply chain
- Annual Performance Goals
- Annual GSA Website Inventory

The data is used for:

- Performance.gov/cx
- Performance.gov/agencies
- Annual reporting and 21st Century IDEA compliance

Quarterly - every 3 months
- CX Data Collection

Bi-annually - every 6 months
- Cybersecurity Supply-chain (C-SCRM)

Annually - every 12 months
- Performance Goal Reporting (APG)
<table>
<thead>
<tr>
<th>Question text</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Total</th>
<th>5-point scale</th>
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</thead>
<tbody>
<tr>
<td>Satisfaction</td>
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<td>66</td>
<td>122</td>
<td>244</td>
<td>514</td>
<td>1024</td>
<td>4.03</td>
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<tr>
<td>Trust or Confidence</td>
<td>74</td>
<td>53</td>
<td>202</td>
<td>198</td>
<td>488</td>
<td>1015</td>
<td>3.96</td>
</tr>
<tr>
<td>Effectiveness (Service)</td>
<td>48</td>
<td>38</td>
<td>58</td>
<td>95</td>
<td>274</td>
<td>513</td>
<td>3.99</td>
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<tr>
<td>Ease (Process)</td>
<td>79</td>
<td>91</td>
<td>122</td>
<td>206</td>
<td>522</td>
<td>1020</td>
<td>3.98</td>
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<tr>
<td>Efficiency (Process)</td>
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<td>70</td>
<td>125</td>
<td>198</td>
<td>534</td>
<td>1022</td>
<td>3.98</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>NaN</td>
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<tr>
<td>Employee (People)</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>NaN</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<td>NaN</td>
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<tr>
<td>Question 11</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Totals</td>
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<td></td>
<td></td>
<td>4594</td>
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At https://www.performance.gov/agencies/doc/service-providers/doc-uspto/
On performance.gov ...

<table>
<thead>
<tr>
<th>Description</th>
<th>U.S. Trademarks desktop website</th>
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</thead>
<tbody>
<tr>
<td>Transaction point</td>
<td><a href="http://www.uspto.gov">www.uspto.gov</a></td>
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<tr>
<td>Channel</td>
<td>computer</td>
</tr>
<tr>
<td>People served</td>
<td>6170697</td>
</tr>
<tr>
<td>Surveys offered</td>
<td>443400</td>
</tr>
<tr>
<td>Responses</td>
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</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>U.S. Trademarks mobile website</th>
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<tbody>
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<td>Transaction point</td>
<td>Online survey</td>
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<tr>
<td>Channel</td>
<td>mobile</td>
</tr>
<tr>
<td>People served</td>
<td>1367567</td>
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<tr>
<td>Surveys offered</td>
<td>328848</td>
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<tr>
<td>Responses</td>
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<table>
<thead>
<tr>
<th>Description</th>
<th>USPTO.gov account login</th>
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<tbody>
<tr>
<td>Transaction point</td>
<td>Login and customized customer dashboard</td>
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<tr>
<td>Channel</td>
<td>computer</td>
</tr>
<tr>
<td>People served</td>
<td>3818606</td>
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<tr>
<td>Surveys offered</td>
<td>911549</td>
</tr>
<tr>
<td>Responses</td>
<td>91</td>
</tr>
</tbody>
</table>
Agencies inventory their public-facing digital services
US Digital Registry

Websites
- View Websites
- Add a Website
- Review Websites

Mobile Products
- View Mobile Products
- Add a Mobile Product
- Review Mobile Products

Social Media Accounts
- View Social Media Accounts
- Add a Social Media Account
- Review Social Media Accounts
A website is a digital asset.
It should be managed like one.

### Technical information

<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
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<tbody>
<tr>
<td>USWDS version</td>
<td>2.12.1</td>
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<tr>
<td>Authentication tool</td>
<td>Login.gov</td>
</tr>
<tr>
<td>Has Search?</td>
<td>true</td>
</tr>
<tr>
<td>Backlog Tool</td>
<td>Trello</td>
</tr>
<tr>
<td>Repository url</td>
<td><a href="https://github.com/GSA/touchpoints-site">https://github.com/GSA/touchpoints-site</a></td>
</tr>
<tr>
<td>Hosting platform</td>
<td>cloud.gov</td>
</tr>
<tr>
<td>Uses Digital Analytics Program (DAP)?</td>
<td>true</td>
</tr>
<tr>
<td>Customer feedback tool</td>
<td>Touchpoints</td>
</tr>
<tr>
<td>Uses tracking cookies</td>
<td>---</td>
</tr>
<tr>
<td>Sitemap url</td>
<td><a href="https://touchpoints.digital.gov/sitemap.xml">https://touchpoints.digital.gov/sitemap.xml</a></td>
</tr>
<tr>
<td>Backlog url</td>
<td><a href="https://trello.com/b/1MN1YXF/feedback-product">https://trello.com/b/1MN1YXF/feedback-product</a></td>
</tr>
<tr>
<td>Content management platform</td>
<td>Federalist</td>
</tr>
<tr>
<td>Analytics url</td>
<td></td>
</tr>
</tbody>
</table>
All websites have a lifecycle.

The Registry allows you to track the lifecycle of 1. the Website, and the 2. inventory record itself.
Registry Search

https://touchpoints.app.cloud.gov/registry

U.S. Digital Registry

Verify the official status of social media accounts and mobile apps managed by U.S. government agencies, organizations, or programs.

Accounts are managed by federal agency staff. For customer service on accounts, please contact their programs directly.

For assistance with the Registry, email feedback-analytics@gsa.gov for support.

Search Social Media Accounts

Search by agency
- All

Search by keywords

Service platform
- All

Publish status
- Published

Search

For Federal Agencies

Create and manage records

Manage an inventory of digital assets to certify ownership and help prevent misuse by unofficial sources.

For Developers

Use the API and improve the application

Access Registry data via the Touchpoints API, or visit the GitHub repository to provide feedback and contribute.
Feedback Analytics Program
+
Digital Analytics Program (DAP)
What we’re exploring

Touchpoints form feedback
+
Page-level event analytics
Service Transactions (year over year)

Transactions per year: 23.2m
July 2015 to June 2016
+1.46% Apr 2015 to Mar 2016

Total Cost: $931.2m
July 2015 to June 2016
+1.16% Apr 2015 to Mar 2016

Cost per Transaction: $40.55
July 2015 to June 2016
-2.49% Apr 2015 to Mar 2016

Service Design Analysis - June 2017

<table>
<thead>
<tr>
<th>User Channels</th>
<th>Requested Information</th>
<th>Form Submission</th>
<th>Information Verification</th>
<th>Determination</th>
<th>Enrollment Complete</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online</td>
<td>223,455</td>
<td>129,321</td>
<td>128,921</td>
<td></td>
<td>128,789</td>
</tr>
<tr>
<td>Mail</td>
<td>321,021</td>
<td></td>
<td>312,357</td>
<td></td>
<td>332,357</td>
</tr>
<tr>
<td>Service Centers</td>
<td>37,045</td>
<td>31,404</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact Center</td>
<td>43,321</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

16 day avg
- Paper Processing
- CRM
- Adjudicator
- Adjust Lst
Additional Resources

- Touchpoints https://touchpoints.digital.gov
- Touchpoints open source code https://github.com/gsa/touchpoints
- OMB Circular A11, Section 280
- M-23-22 Delivering a Digital-First Public Experience
- Federal Register Information Collection Request, “Improving Customer Experience”
- https://www.performance.gov/cx/
We appreciate your questions and feedback!

Questions
Contact feedback-analytics@gsa.gov

Provide feedback about Touchpoints
... using Touchpoints
Visit https://touchpoints.app.cloud.gov/touchpoints/92b47c29