

# TOUCHPOINTS

**Making customer feedback and data collections easier for federal agencies.**



Feedback Analytics Program  
Web Tools Portfolio  
Technology Transformation Service

# 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>



**TOUCHPOINTS**

## Presentation outline

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

the goal:

**Use** customer feedback data  
to improve how services are delivered.



**TOUCHPOINTS**

# 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”
- **Public Users** Customers who have experienced a public service



**TOUCHPOINTS**

Start getting customer feedback in less than 10 minutes

# Feedback forms

# 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



[Sign in with Login.gov](#)

Product information ▾

A screenshot of a survey form titled "CX Service Definition Workshop Feedback". At the top, it says "An official website of the United States government" and "Here's how you know". Below the title, it says "Thank you for attending the CX Service Definition Workshop. Please let us know how we can improve." The first question is "1. How would you rate the CX Service Definition workshop?". There are five radio button options, each followed by a number of yellow stars: 1 star, 2 stars, 3 stars, 4 stars, and 5 stars.

## 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:



For .gov and .mil users only

# Sign up and login

with



## 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

☐ Show 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](#)

for Organization Managers and Form Managers

# 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

## New Survey

[Back to My Surveys](#)

Select **ONE** method to start building your survey.

### Use a Template

Here are some common surveys you can use to get started. Select the template you want to use, then edit the copy to suit your needs.

#### Open-ended Contact Form Template

This form is useful for soliciting general feedback for a public web property or service.

 Preview  Use

#### Recruiter Template Form

This form is useful for recruiting participants for user-centered design research. Solicit interest from people willing to provide additional feedback about a public web property or service.

### Start from Scratch

Enter the following information to create a new survey from scratch.

Survey name

Create Survey

### Copy a Survey

Select which of your existing surveys you'd like to copy and give it a new name.

Select a survey



Copy Survey

# 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.

## CX Feedback form

Supports A-11 Section 280 CX standardized reporting requirements. Can be fast tracked for PRA approval in about a week.

## Open-ended feedback form

Solicit voluntary, qualitative feedback about a product or service.

Not subject to PRA

## Recruiter form

Allow users to opt into user research opportunities for public services.

Not subject to PRA

## Yes/no buttons

Gather page-level feedback with a simple “Was this page helpful?” form.

For more in about The Paperwork Reduction Act (PRA), visit <https://pra.digital.gov>.

## Editing Questions for: Feedback form

[Back to Surveys](#)

### Feedback form

Instructions:

Survey Instructions

#### Page 1

Name

ANSWER\_01

Email

ANSWER\_02

Response body

ANSWER\_03

# 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`

**Page 1**

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

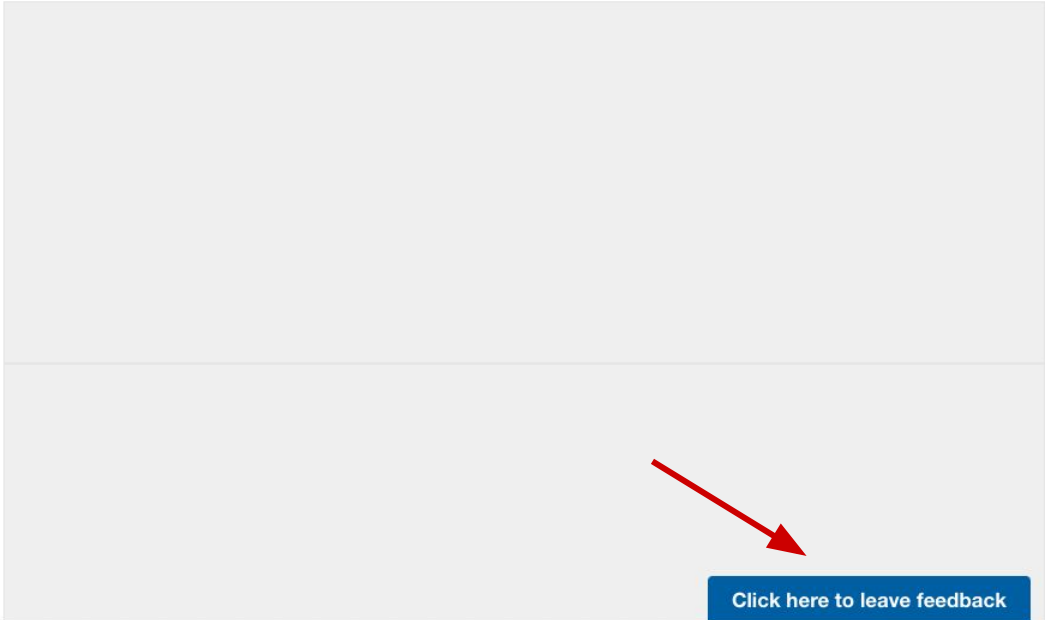
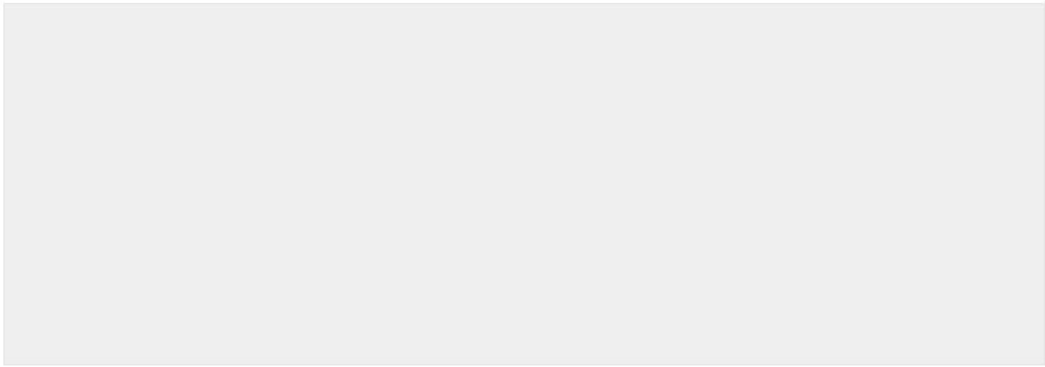
**Would you like to take two more minutes to answer more questions to help us improve our services?**

**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**



[Click here to leave feedback](#)

# 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](#).

[Click here to leave feedback](#)

for .gov Webmasters

# 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](#).

[Click here to leave feedback](#)



# Feedback Form



## Success

Thank you for your response 🎉



An official form of the United States government. Powered by [Touchpoints](#).

[Click here to leave feedback](#)

# Viewing Responses

# Viewing Results

## Submissions

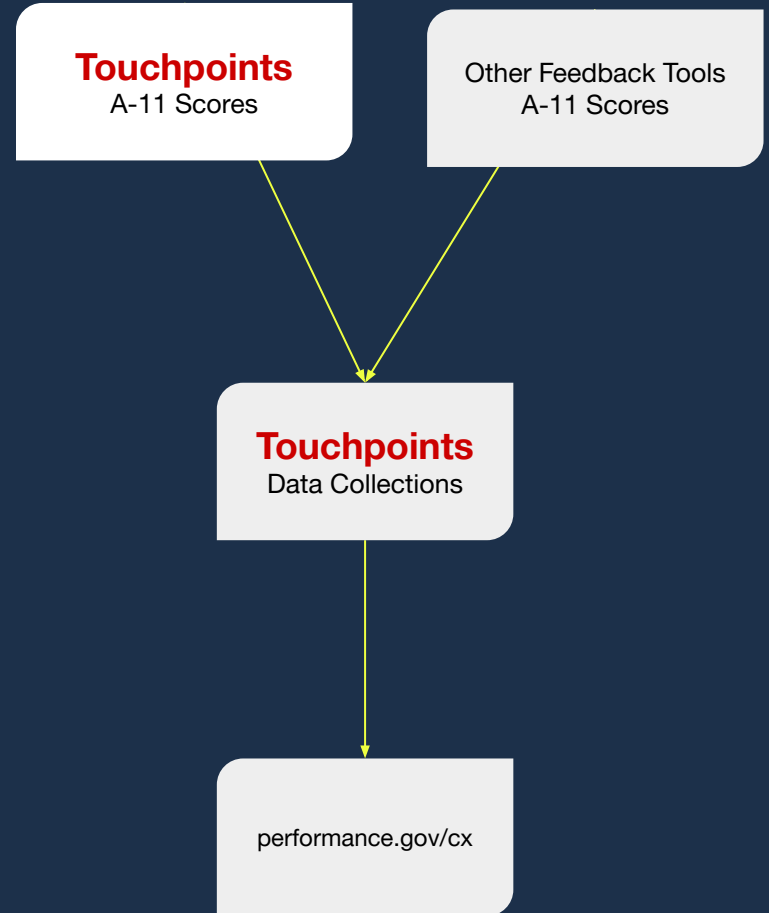
for Open-ended Feedback

Body	Location Code	IP Address	User Agent	Referrer	Pathname
Body text					
Another body text Another body text Another bod...					

Export Submissions to CSV

# CX Data Reporting

Leveraging  
customer experience data  
as a strategic asset



for .gov Webmasters

# Review

## 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

Goals, objectives, targets

Milestones

Touchpoints currently supports 4 Data Collections.

- Quarterly CX Data Collections
- Bi-annual 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)**



## GENERAL INFORMATION

### Collection

[CX Quarterly Reporting](#)

### Organization

[Department of Commerce](#)

### Service Provider

[United States Patent and Trademark Office](#)

### Service

[Filing an initial application form for a trademark registration](#)

### Service provided

Trademark Electronic Search System (TESS)

### Transaction point

<https://tmsearch.uspto.gov/>

### Channel

computer

### OMB Control Number

0690-0035

### Federal Register URL

[https://www.reginfo.gov/public/do/PRAICList?ref\\_nbr=202007-0690-004](https://www.reginfo.gov/public/do/PRAICList?ref_nbr=202007-0690-004)

### Volume of customers

161015

### Customers provided a feedback opportunity

527466

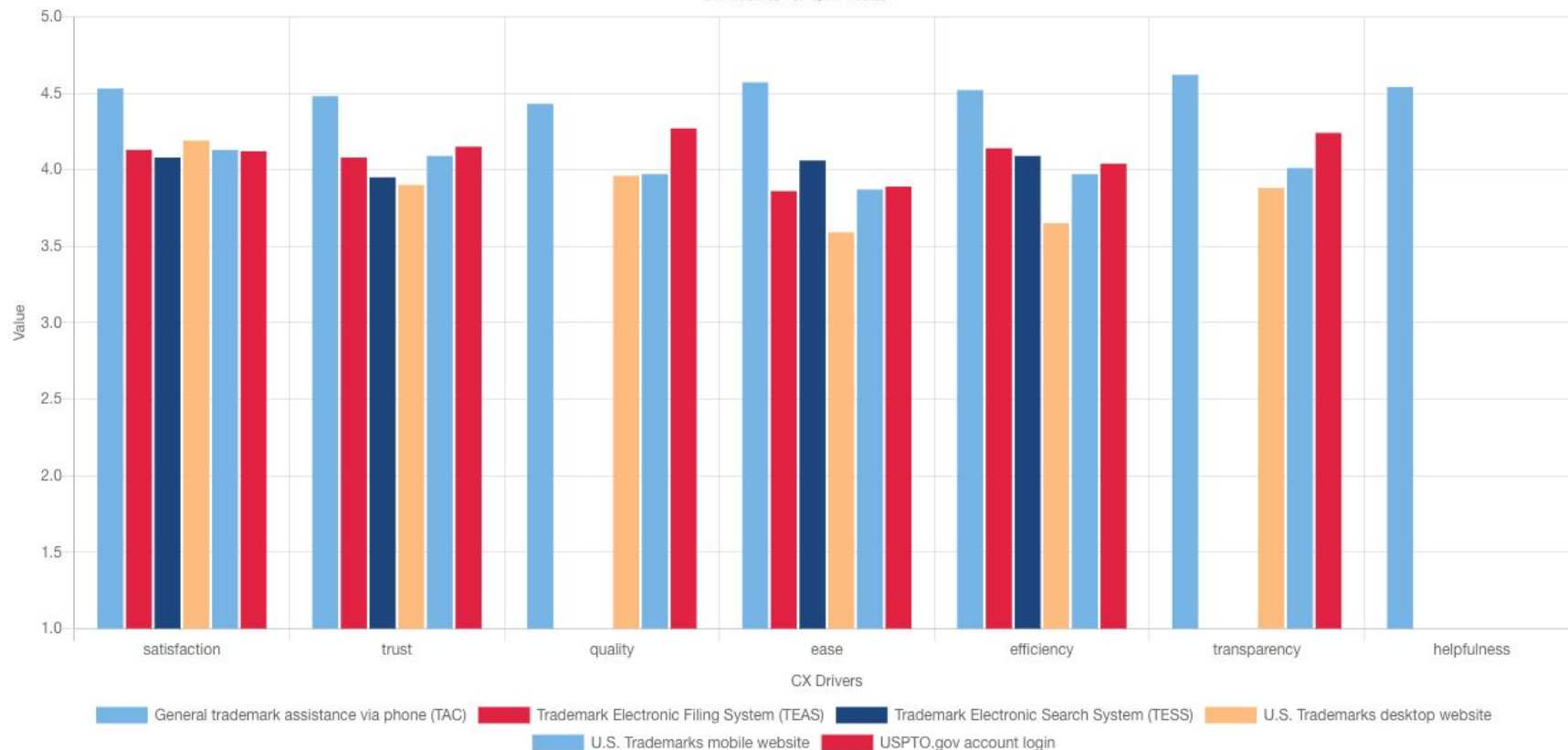
### Volume of respondents

1024

	Question text	1	2	3	4	5	Total	5-point scale
Satisfaction	I am satisfied with the search experience using TESS.	78	66	122	244	514	1024	4.03
Trust or Confidence	My interaction with TESS increased my trust in the USPTO.	74	53	202	198	488	1015	3.96
Effectiveness (Service)	I was able to do what I needed to do.	48	38	58	95	274	513	3.99
Ease (Process)	It was easy to complete what I needed to do.	79	91	122	206	522	1020	3.98
Efficiency (Process)	It took a reasonable amount of time to do what I needed to do.	95	70	125	198	534	1022	3.98
Transparency (Process)		0	0	0	0	0	0	NaN
Employee (People)		0	0	0	0	0	0	NaN
Question 8		0	0	0	0	0	0	NaN
Question 9		0	0	0	0	0	0	NaN
Question 10		0	0	0	0	0	0	NaN
Question 11		0	0	0	0	0	0	NaN
Totals							4594	

At <https://www.performance.gov/agencies/doc/service-providers/doc-uspto/>

CX Results for Q2 FY2023



## On [performance.gov](#) ...

<b>Description</b>	U.S. Trademarks desktop website
<b>Transaction point</b>	www.uspto.gov
<b>Channel</b>	computer
<b>People served</b>	6170697
<b>Surveys offered</b>	443400
<b>Responses</b>	197

<b>Description</b>	U.S. Trademarks mobile website
<b>Transaction point</b>	Online survey
<b>Channel</b>	mobile
<b>People served</b>	1367567
<b>Surveys offered</b>	328848
<b>Responses</b>	68

<b>Description</b>	USPTO.gov account login
<b>Transaction point</b>	Login and customized customer dashboard
<b>Channel</b>	computer
<b>People served</b>	3818606
<b>Surveys offered</b>	911549
<b>Responses</b>	91

What we're exploring

# 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

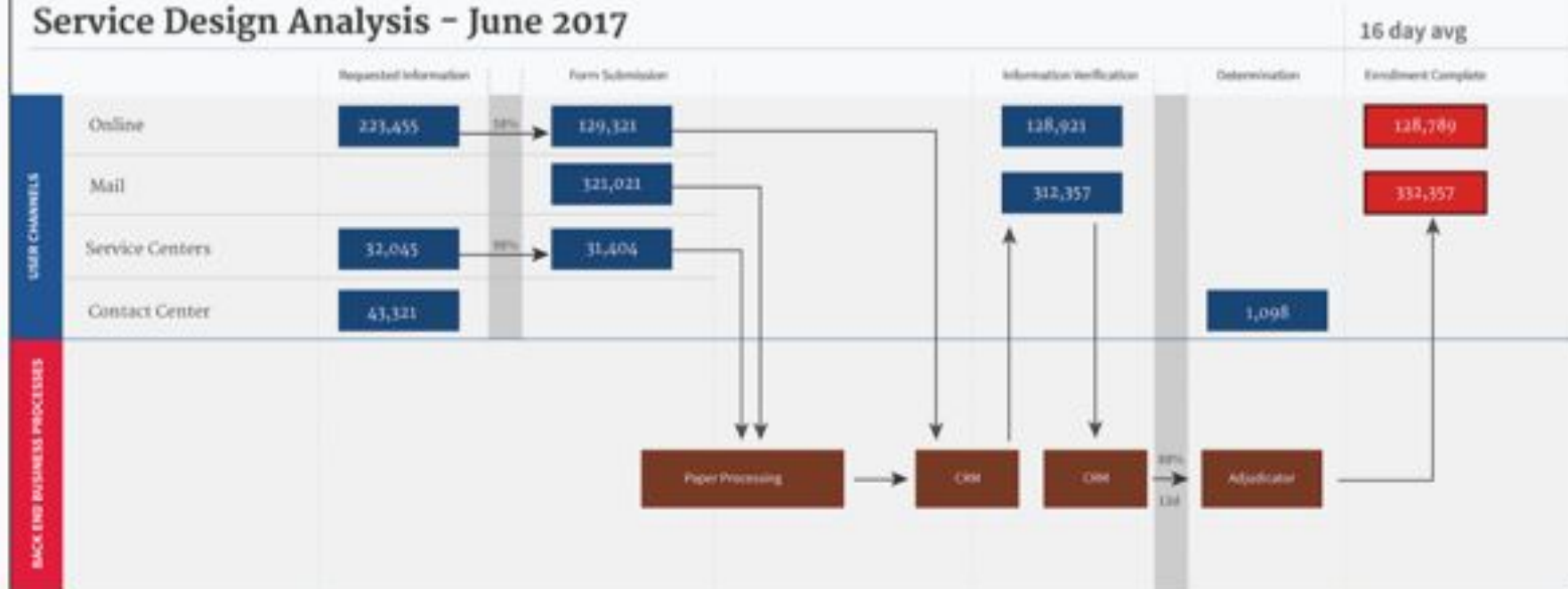
### Cost per Transaction

**\$40.55**

July 2015 to June 2016

-2.46% Apr 2015 to Mar 2016

## Service Design Analysis - June 2017



# 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/>



**TOUCHPOINTS**

We appreciate your questions and feedback!

## Questions

Contact [feedback-analytics@gsa.gov](mailto:feedback-analytics@gsa.gov)

## Provide feedback about Touchpoints ... using Touchpoints

Visit <https://touchpoints.app.cloud.gov/touchpoints/92b47c29>



**TOUCHPOINTS**