Touchpoints

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
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
Feedback forms

Start getting customer feedback in less than 10 minutes
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.

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
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  \( \text{PRA may be required} \)
4. Receive responses
5. Reporting: viewing and exporting responses

GSA TOUCHPOINTS
New Survey

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.
  - Preview
  - Use

- 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.
### Common forms for Customer Experience

#### Form Templates

Use a form template to quickly get started with feedback.

<table>
<thead>
<tr>
<th>CX Feedback form</th>
<th>Open-ended feedback form</th>
<th>Recruiter form</th>
<th>Yes/no buttons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supports A-11 Section 280 CX standardized reporting requirements. Can be fast tracked for PRA approval in about a week.</td>
<td>Solicit voluntary, qualitative feedback about a product or service.</td>
<td>Allow users to opt into user research opportunities for public services.</td>
<td>Allow users to opt into user research opportunities for public services.</td>
</tr>
</tbody>
</table>

Not subject to PRA

Not subject to PRA

Not subject to PRA

For more details about PRA, visit [https://pra.digital.gov](https://pra.digital.gov)
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 a 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
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 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.
Success
Thank you for your response 😊
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 Another body text Another bod...</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CX Data Reporting

Leveraging customer experience data as a strategic asset
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

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/

### Volume of customers
- 161015

### Customers provided a feedback opportunity
- 527466

### Volume of respondents
- 1024

<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>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction I am satisfied with the search experience using TESS.</td>
<td>78</td>
<td>66</td>
<td>122</td>
<td>244</td>
<td>514</td>
<td>1024</td>
<td>4.03</td>
</tr>
<tr>
<td>Trust or Confidence My interaction with TESS increased my trust in the USPTO.</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) I was able to do what I needed to do.</td>
<td>48</td>
<td>38</td>
<td>58</td>
<td>95</td>
<td>274</td>
<td>513</td>
<td>3.99</td>
</tr>
<tr>
<td>Ease (Process) It was easy to complete what I needed to do.</td>
<td>79</td>
<td>91</td>
<td>122</td>
<td>206</td>
<td>522</td>
<td>1020</td>
<td>3.98</td>
</tr>
<tr>
<td>Efficiency (Process) It took a reasonable amount of time to do what I needed to do.</td>
<td>95</td>
<td>70</td>
<td>125</td>
<td>198</td>
<td>534</td>
<td>1022</td>
<td>3.98</td>
</tr>
<tr>
<td>Transparency (Process)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>NaN</td>
</tr>
<tr>
<td>Employee (People)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>NaN</td>
</tr>
<tr>
<td>Question 8</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>NaN</td>
</tr>
<tr>
<td>Question 9</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>NaN</td>
</tr>
<tr>
<td>Question 10</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>NaN</td>
</tr>
<tr>
<td>Question 11</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>NaN</td>
</tr>
</tbody>
</table>

**Totals**
- 4594
CX Results for Q2 FY2023

Value

CX Drivers

satisfaction  trust  quality  ease  efficiency  transparency  helpfulness


At https://www.performance.gov/agencies/doc/service-providers/doc-uspto/
<table>
<thead>
<tr>
<th>Description</th>
<th>U.S. Trademarks desktop website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transaction point</td>
<td><a href="http://www.uspto.gov">www.uspto.gov</a></td>
</tr>
<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>
<td>197</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>U.S. Trademarks mobile website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transaction point</td>
<td>Online survey</td>
</tr>
<tr>
<td>Channel</td>
<td>mobile</td>
</tr>
<tr>
<td>People served</td>
<td>1367567</td>
</tr>
<tr>
<td>Surveys offered</td>
<td>328848</td>
</tr>
<tr>
<td>Responses</td>
<td>68</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>USPTO.gov account login</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transaction point</td>
<td>Login and customized customer dashboard</td>
</tr>
<tr>
<td>Channel</td>
<td>computer</td>
</tr>
<tr>
<td>People served</td>
<td>3818606</td>
</tr>
<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

**U.S. Digital Registry**
A website is a digital asset.
It should be managed like one.

**Technical information**

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

Touchpoints form feedback
+
Page-level event 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
- -2.40% 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></td>
<td>321,021</td>
<td>312,357</td>
<td></td>
<td>332,357</td>
</tr>
<tr>
<td>Service Centers</td>
<td>32,045</td>
<td>31,404</td>
<td>312,357</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

Back end business processes:
- Paper Processing
- CRM
- CRM
- Adjudicator
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/
Your questions and feedback are appreciated

Questions
Contact ryan.wold@gsa.gov

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