TOUCHPOINTS

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

Feedback Analytics Program
Data Analytics Portfolio
Technology Transformation Service

the goal:

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

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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

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Who uses Touchpoints?

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 <u>manage</u> Forms
- **Response Viewers**   Agency staff who <u>read</u> and analyze response data
- **Public Users**   Customers who have experienced a public service
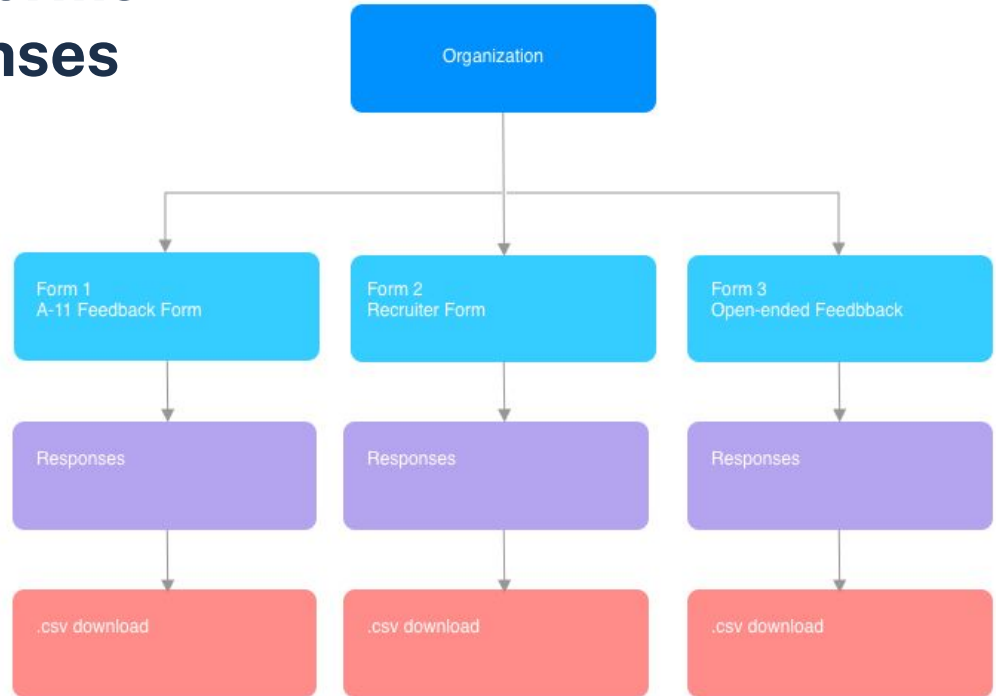
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Touchpoints Concepts

Organizations have **Forms**
Forms receive **Responses**

Each Federal Agency is an Organization.

Each Form can be considered
a "touchpoint" in a user's experience.

Organization

Form 1
A-11 Feedback Form

Form 2
Recruiter Form

Form 3
Open-ended Feedbback

Responses

Responses
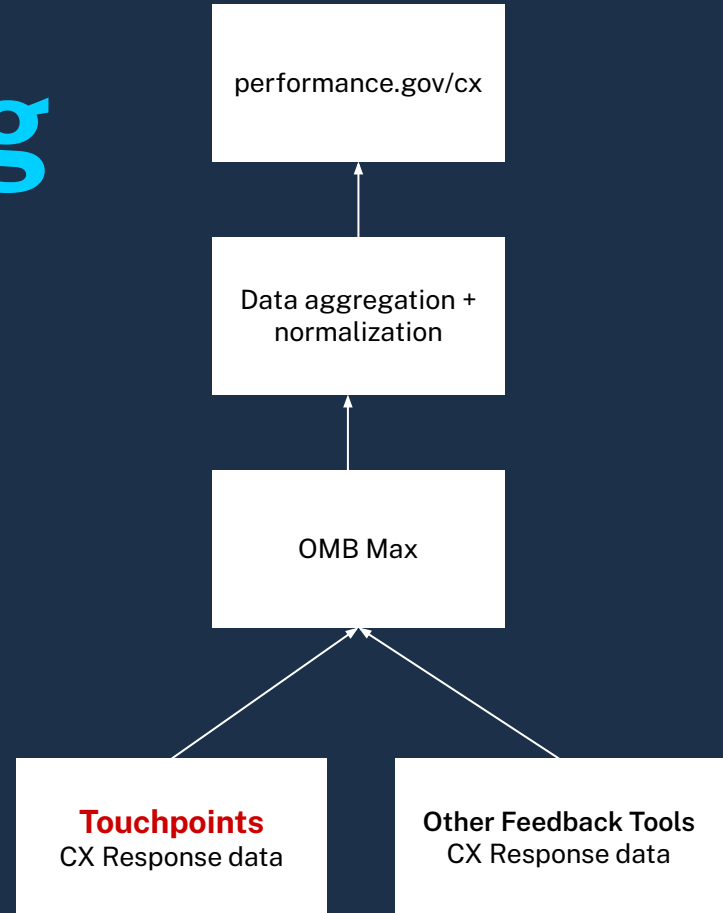
Responses

.csv download

.csv download

.csv download

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Data Reporting

" 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

performance.gov/cx

Data aggregation + normalization

OMB Max

Touchpoints
CX Response data

Other Feedback Tools
CX Response data

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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

TOUCHPOINTS

Sign in with Login.gov

Product information ⌄

CX Service Definition Workshop Feedback

Thank you for attending the CX Service Definition Workshop. Please let us kno[w] improve.

1. How would you rate the CX Service Definition workshop?

- ○ ⭐
- ○ ⭐⭐
- ○ ⭐⭐⭐
- ○ ⭐⭐⭐⭐
- ○ ⭐⭐⭐⭐⭐

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.GOV**

Login to Touchpoints via Login.gov

for Organization Managers and Form Managers

Creating and managing Forms

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

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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.

⚑ 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

Meets Section 280 CX reporting requirements. Can be fast tracked for PRA approval in about a week.

Open-ended feedback form

Solicit general feedback about a site or feature.

Not subject to PRA

Recruiter form

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

Not subject to PRA

Editing Questions for: Feedback form

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?

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`

Page 1

1. A-11 Question 1

- ○ strongly disagree
- ○ disagree
- ○ neutral
- ○ agree
- ○ strongly agree

2. A-11 Question 2

- ○ strongly disagree
- ○ disagree
- ○ neutral
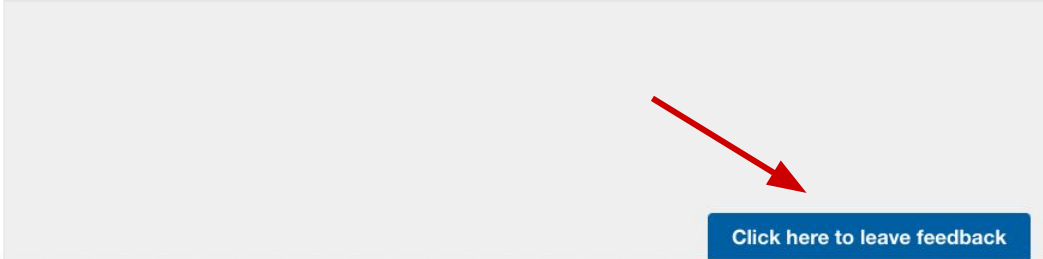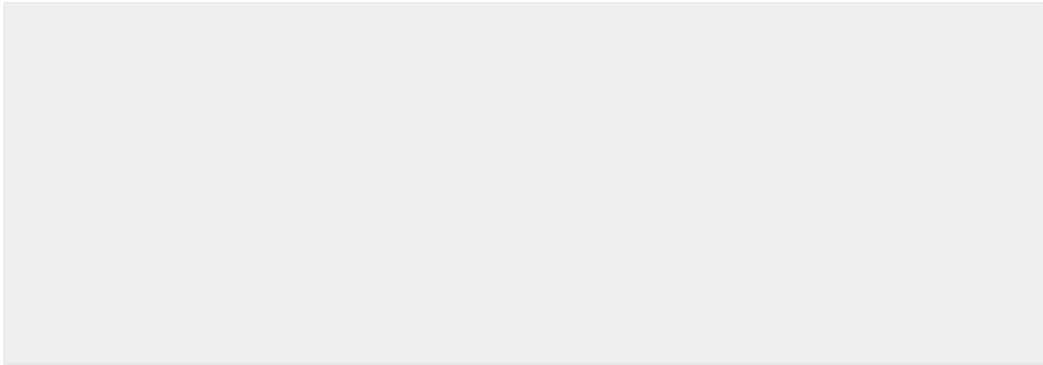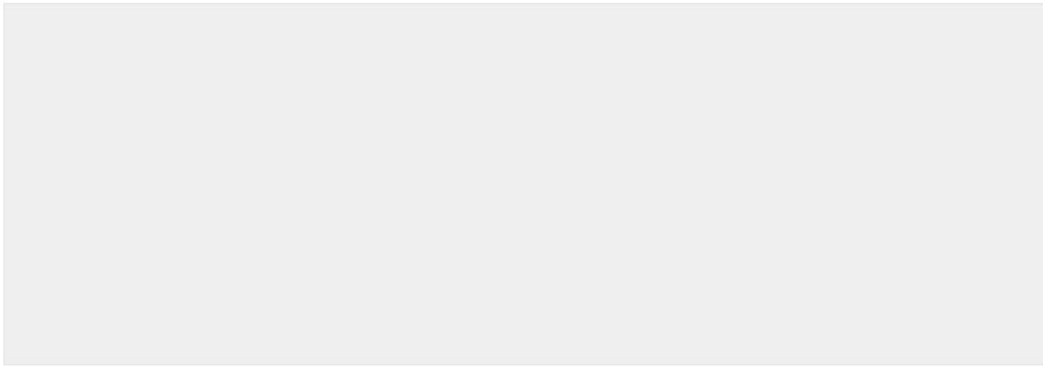- ○ agree
- ○ strongly agree

3. A-11 Question 3

[text box]

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.

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

Click here to leave feedback

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

Click here to leave feedback

Feedback Form

✕

> **Success**
> Thank you for your response 🎉

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

Data Reporting

Leveraging customer experience data as a strategic asset

Touchpoints
CX scores

Other Feedback Tools
CX Scores

OMB Max

Data aggregation + normalization

performance.gov/cx

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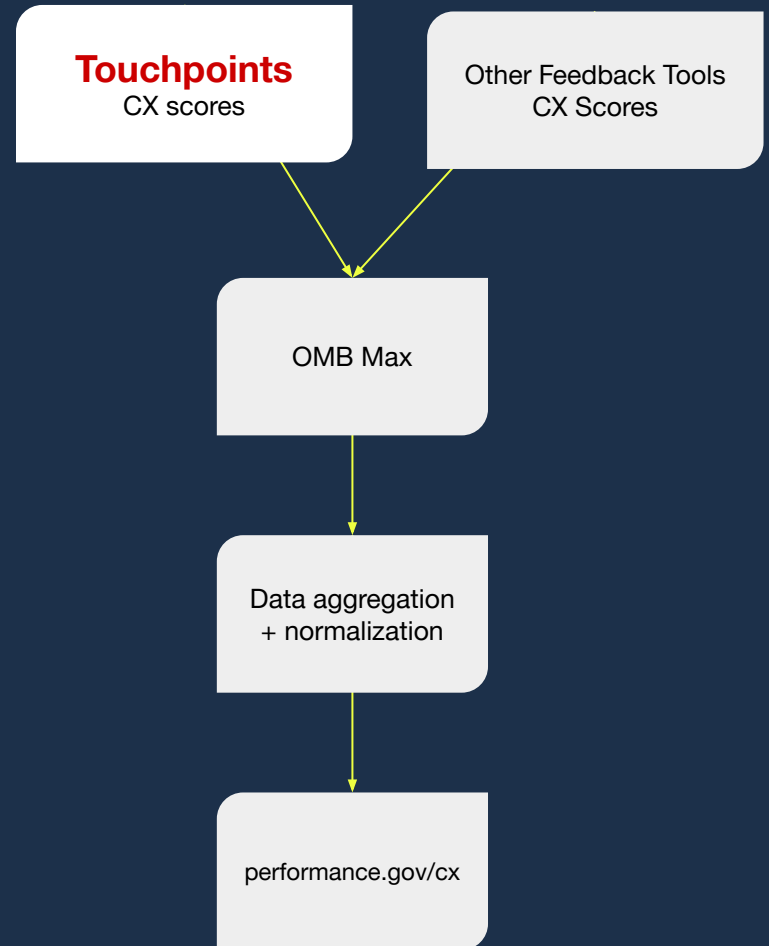
Review 🎓

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/

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Your questions and feedback are appreciated

Questions

Contact feedback-analytics@gsa.gov

Feedback

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

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