

# TOUCHPOINTS

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



Feedback Analytics Program  
Data Analytics Portfolio  
Technology Transformation Service

# Moving from Feedback toward Responsiveness



**TOUCHPOINTS**

# What is Touchpoints?

- A feedback tool providing easy-to-use **customer feedback forms**.
- A web application, provided as **shared service** to support **customer feedback**.
- 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>.



**TOUCHPOINTS**

## Personas

# 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 manage Forms
- **Response Viewers** Agency staff who read and analyze response data
- **Public Users** Customers who have experienced a public service



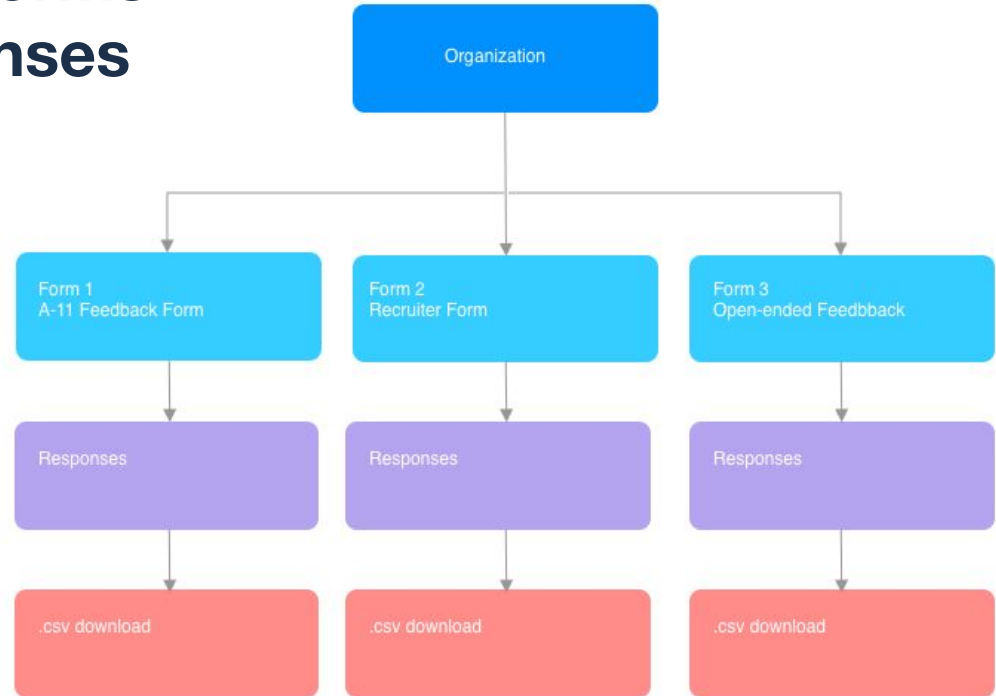
**TOUCHPOINTS**

How Touchpoints is organized

# Touchpoints Concepts

# Organizations have Forms

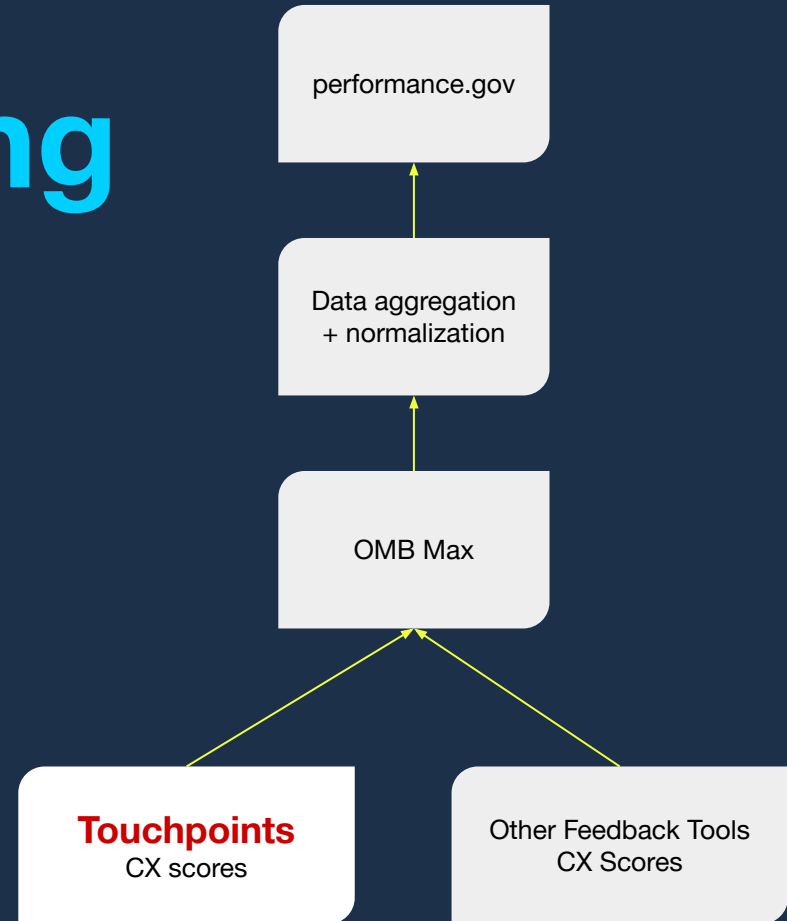
## Forms receive Responses



**TOUCHPOINTS**

# Data Reporting

Leveraging data as a strategic asset  
by supporting data standards for Service Analytics



# 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



The User Experience

# **An overview of the Touchpoints product**



[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 Sign in

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

☐ 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

# Forms

## Steps to create a Form and begin receiving Responses

1. Create a Form
2. Customize the Form
- 3. Receive Responses**
4. Reporting: View and export Responses



**TOUCHPOINTS**

## 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.

 Preview  Use

#### Customer Experience Form

### 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

# Editing Questions for Survey: Feedback Form

[Back to Survey](#)

## Form Builder

Page 1

Edit Form Section

1. A-11 Question 1

ANSWER\_01 REQUIRED

- ☐ strongly disagree [Edit](#)
- ☐ disagree [Edit](#)
- ☐ neutral [Edit](#)
- ☐ agree [Edit](#)
- ☐ strongly agree [Edit](#)

Add Radio Button Option

Edit Question

Delete Question

2. A-11 Question 2

ANSWER\_02 REQUIRED

# Customize form questions



**How does a public  
user experience a  
Touchpoint?**

Delivery Option = Hosted

**A user visits a Touchpoints URL directly.**

**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

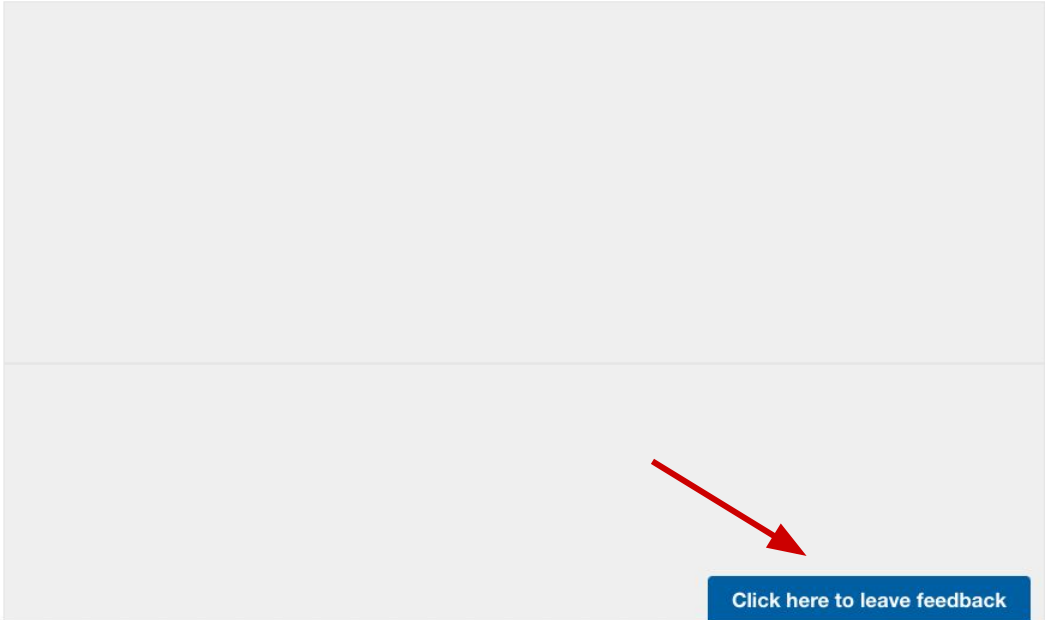
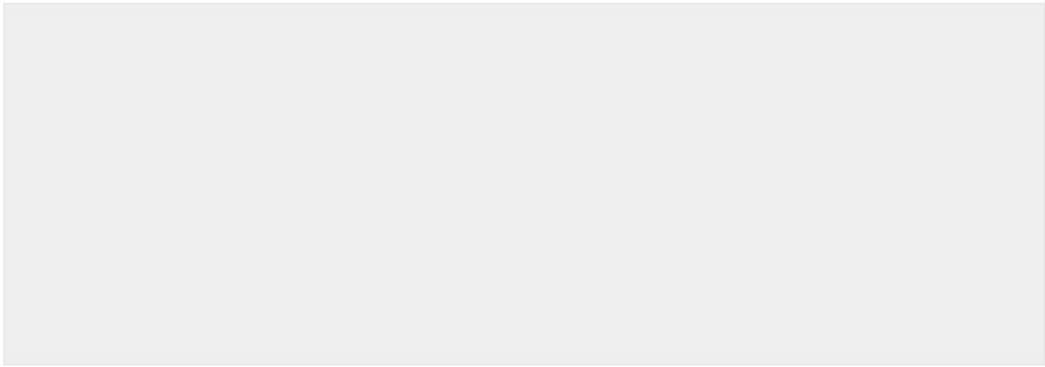
**Would you like to take two more minutes to answer more questions to help us improve our services?**

**Yes, keep going →**

**No, only submit these responses**

Delivery Option = Tab + Modal

**User sees a Form in a modal after clicking a tab button on a webpage.**



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 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](#).

[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 Submissions

# Viewing Results

## Submissions

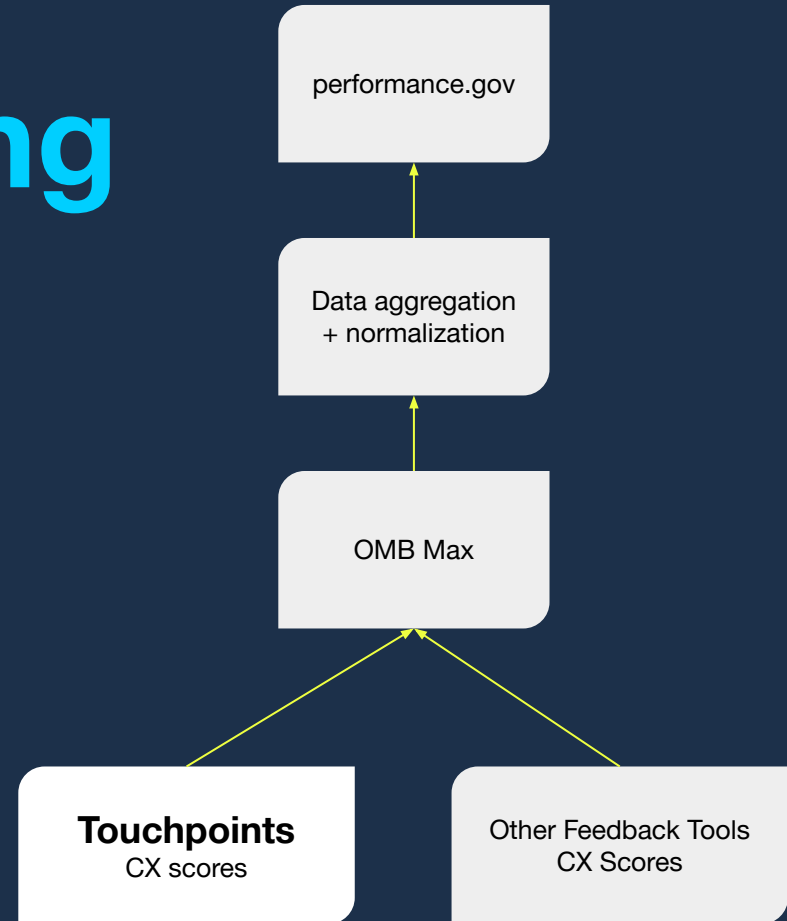
for Open-ended Feedback

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 data as a strategic asset  
by supporting data standards for Service Analytics



for .gov Webmasters

# Review

## Review: Tying it all together

- 1. Form Manager creates a Form**
  - a. Form Manager includes a Touchpoint URL in an email, or
  - b. Webmaster 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 on a webpage
- 3. User submits the Form**
- 4. Form Manager review and analyze Responses**
- 5. Data Reporting**

# Additional Resources

- Feedback Analytics Program - <https://feedback.usa.gov>
- Touchpoints - <https://touchpoints.digital.gov>
- Touchpoints open source code and technical documentation - <https://github.com/gsa/touchpoints>



**TOUCHPOINTS**

Your questions and feedback are appreciated

# Questions?

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



**TOUCHPOINTS**