

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.**



TOUCHPOINTS

What is Touchpoints?

- A web application provided as **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>



TOUCHPOINTS

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



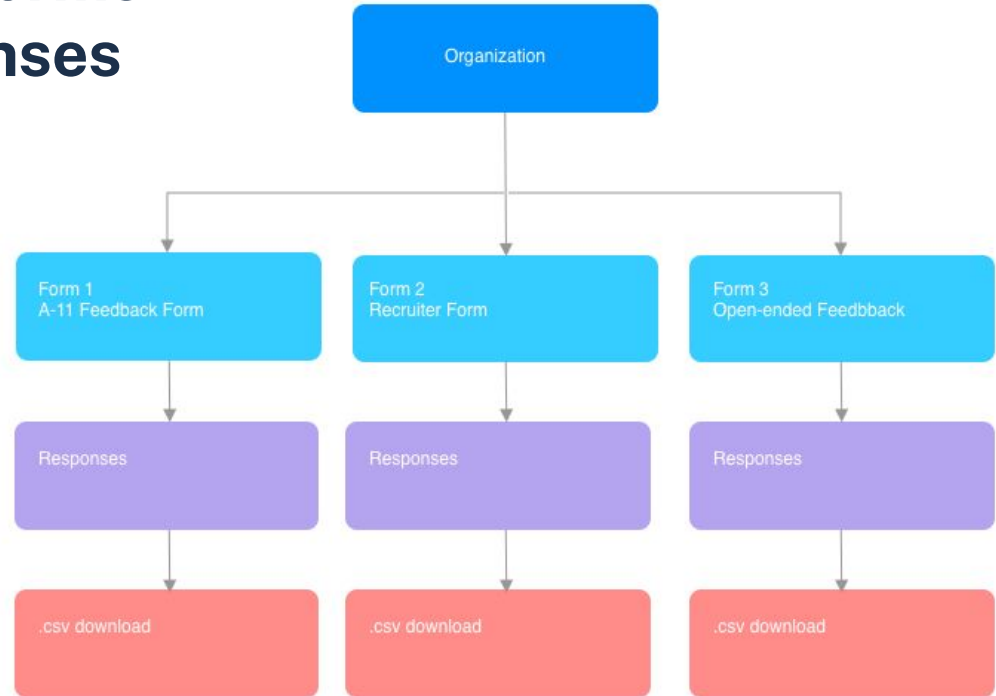
TOUCHPOINTS

How Touchpoints is organized

Touchpoints Concepts

Organizations have Forms

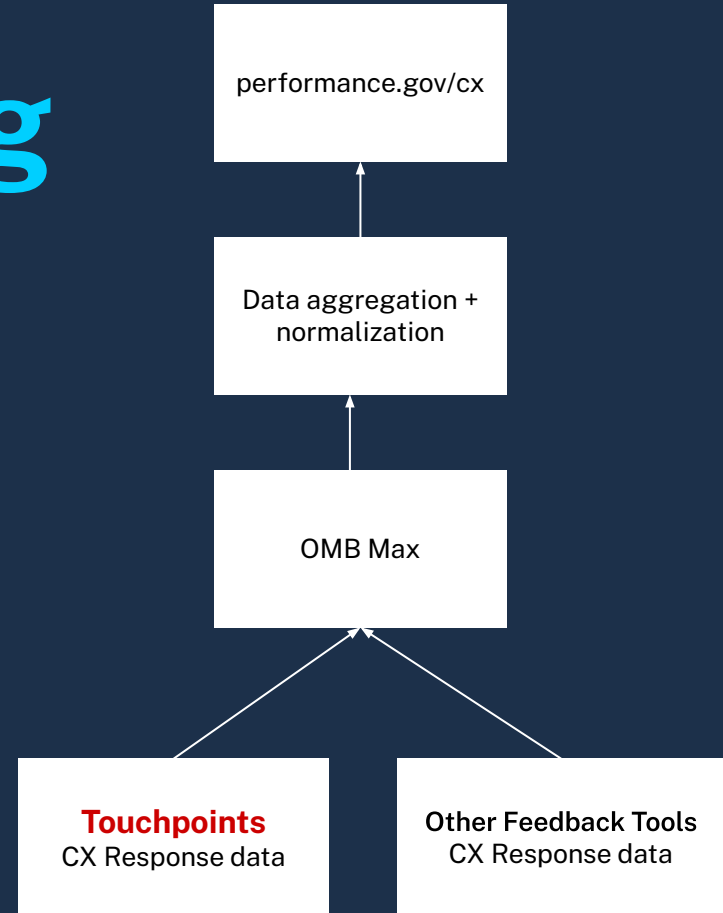
Forms receive Responses



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



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 star icon:
○ ★
○ ★★
○ ★★★
○ ★★★★
○ ★★★★★

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



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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

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 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

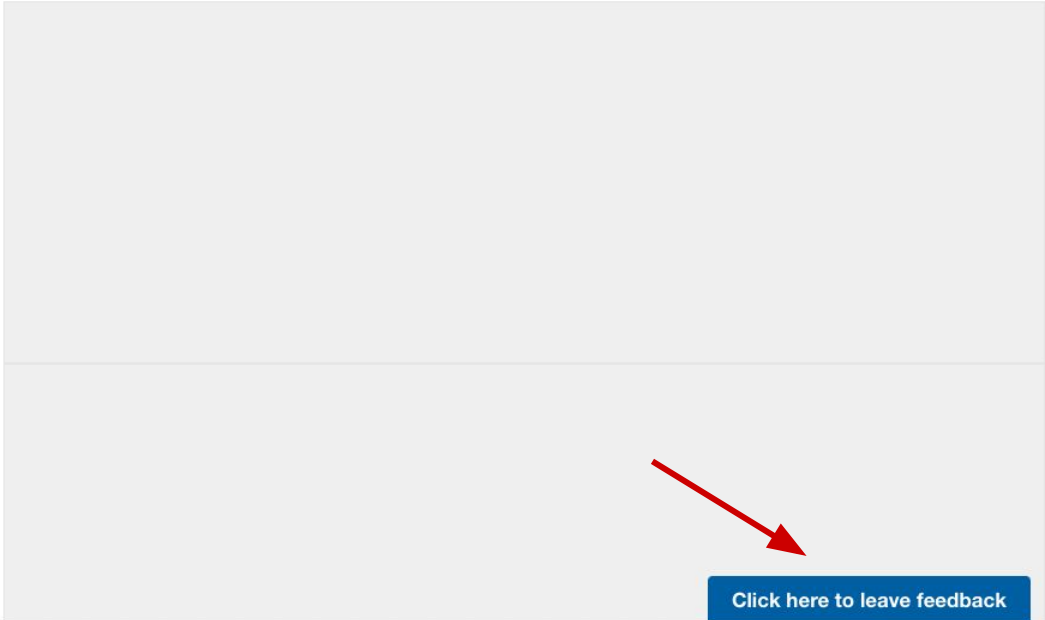
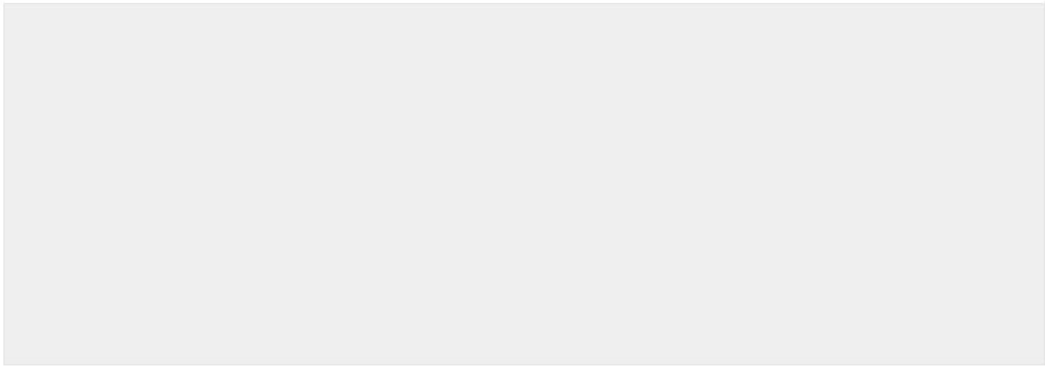
Would you like to take two more minutes to answer more questions to help us improve our services?

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

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[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

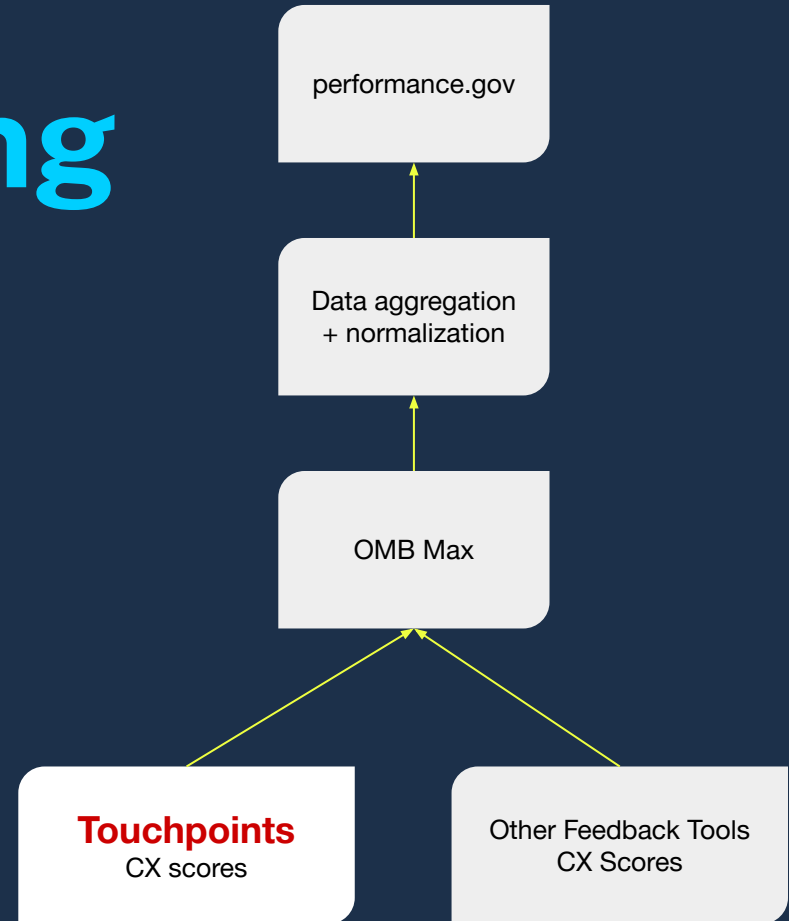
for Open-ended Feedback

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 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. 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 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/>



TOUCHPOINTS

Your questions and feedback are appreciated

Questions?

Contact feedback-analytics@gsa.gov



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