TOUCHPOINTS

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

the goal:

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

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

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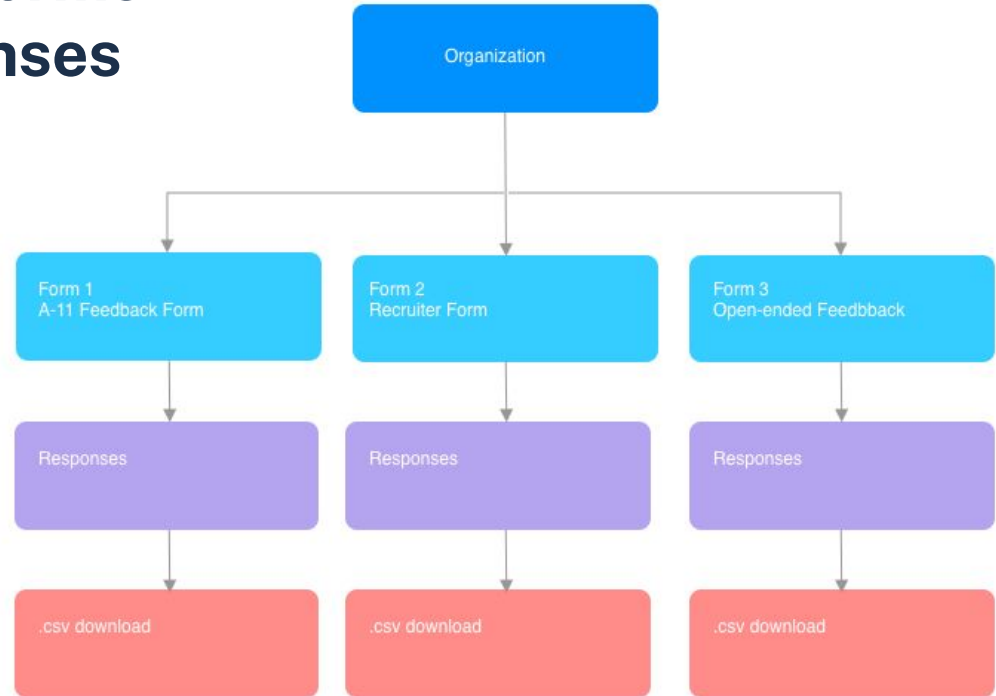- **Public Users**   Customers who have experienced a public service

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Touchpoints Concepts

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

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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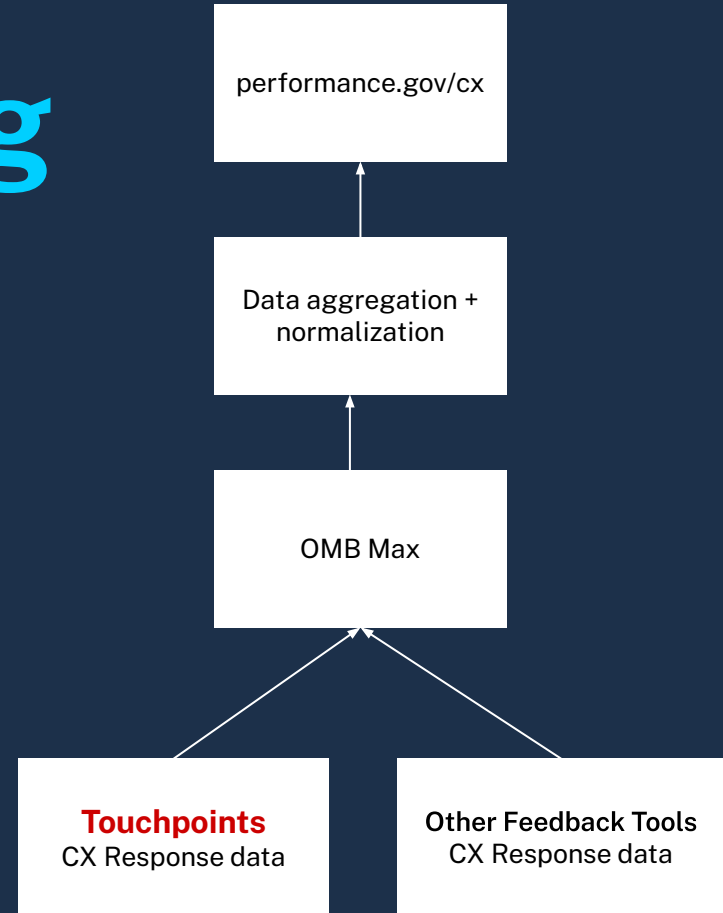
Data Reporting

> " 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

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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 know
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
Sign in

with LOGIN.GOV

Login to Touchpoints via Login.gov

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

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 the 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

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

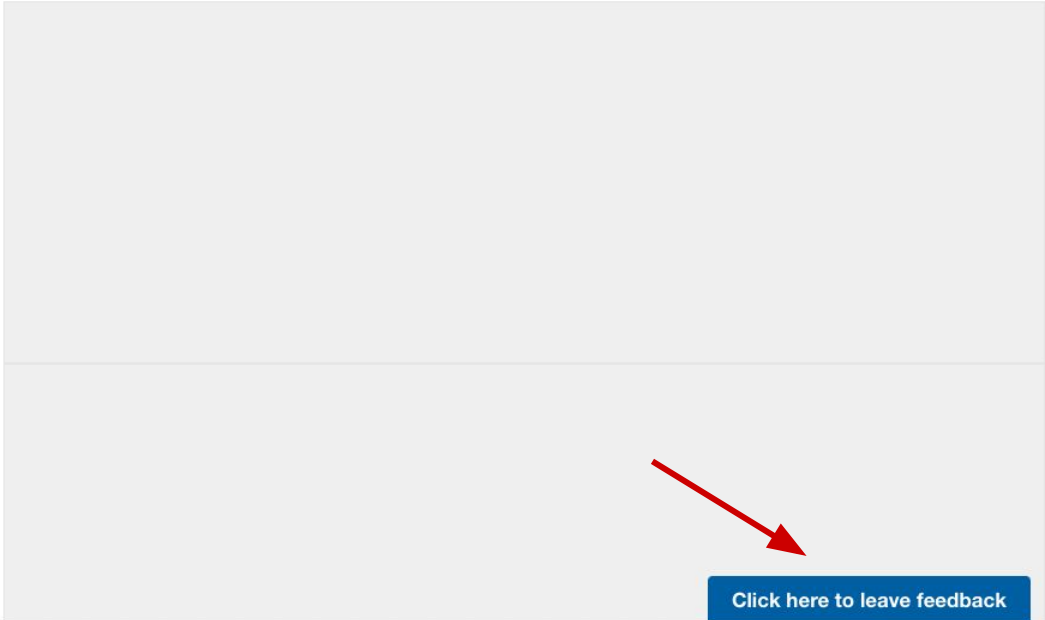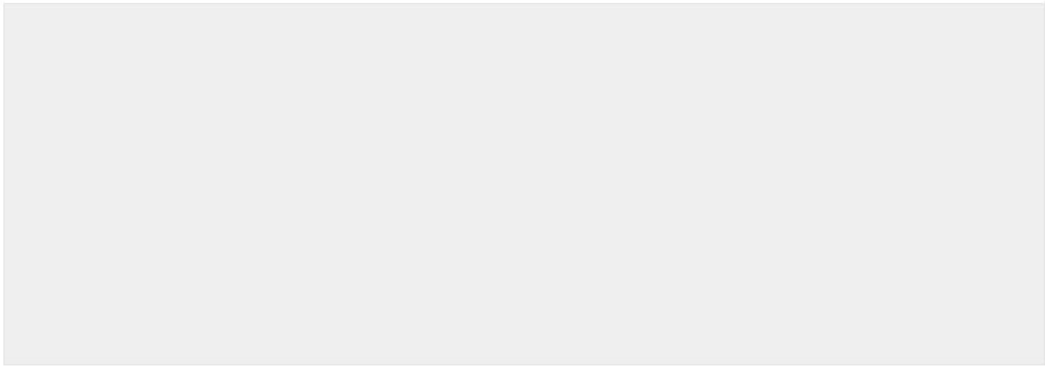○ agree

○ strongly agree

3. A-11 Question 3

[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 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

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 🎉

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

Click here to leave feedback
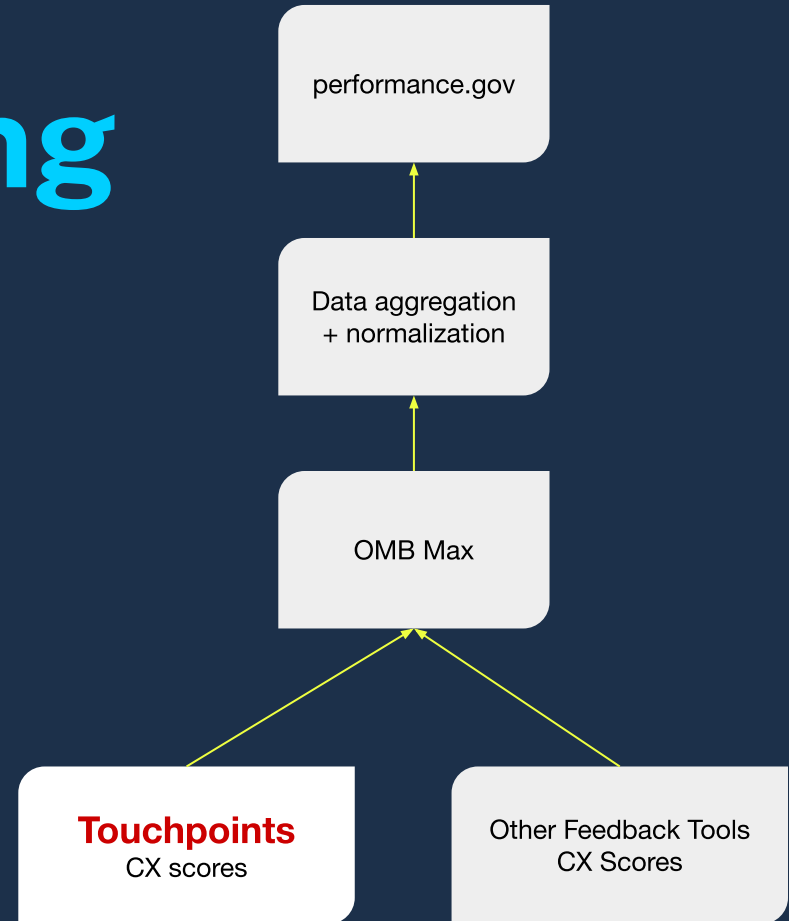
Viewing Submissions

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

Review 🎓

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
- https://www.performance.gov/cx/

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Your questions and feedback are appreciated

Questions?

Contact feedback-analytics@gsa.gov

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