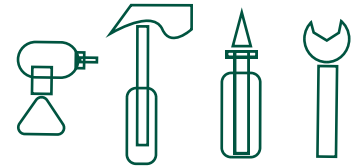# **Surveys**
Standardized Questions (Web Survey)

The following survey questions are <u>standard for all customer experience surveys created under USDA</u> sand are created in compliance with Office of Management and Budget's Circular A-11, Section 280 for High Impact Service Providers (HISPs). All HISPs should use these questions, but non-HISPs are also welcome to use the same, approved questions for measuring customer experience metrics.

Question #1

Based on my [interaction/service], I trust [Program/Agency/etc.]

Measurement Type: Thumbs Up/Thumbs Down
Metric Gathered: Trust

Question #2

What could have been better? (Tap/Select all that apply)
   (1) I was not able to find the information I needed to on this website
   (2) It was difficult to find what I needed on this website
   (3) It took too long to find what I needed on the website
   (4) Something else

Measurement Type: Multiselect (or Text Response if "Something else" is selected
Metric Gathered (Based on option selected by customer): (1) Effectiveness; (2) Ease; (3) Efficiency; (4) Other

Question #3

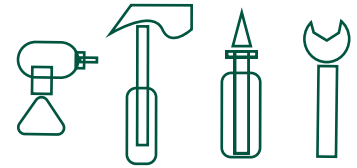What did you like about this interaction? (Tap/Select all that apply)
   (1) I was able to find the information I needed on this website
   (2) It was easy to find what I needed on this website
   (3) I found the information I needed in a reasonable amount of time
   (4) Something else

Measurement Type: Multiselect (or Text Response if "Something else" is selected
Metric Gathered (Based on option selected by customer): (1) Effectiveness; (2) Ease; (3) Efficiency; (4) Other

Surveys
Standardized Questions (Web Survey)

Question #4

I am satisfied with [interaction/service] from/with [Program/Agency/etc.].

Measurement Type: 5-Point Likert Scale (Strongly Agree - Strongly Disagree)
Metric Gathered: Satisfation

Question #5

Are there any other comments or feedback you'd like to leave about your web experience today?

Measurement Type: Text Comment
Metric Gathered: N/A