USDA Customer Experience Measurement Standardization

Standardization of customer experience measurement allows for aggregation of data across USDA agencies and programs.

USDA Office of Customer Experience Standard Measurements – Web Surveys:

The inclusion of the following customer experience measurements are standard for the USDA and all customer experience surveys created under USDA should follow these guidelines. These standardized measurements are created in compliance with OMB A-11 Section 280 for High Impact Service Providers (HISPs).

	Question Wording	Response	Metric
Q1	Based on my [interaction/service], I trust [Program/Agency/etc.].	Thumbs Up/Thumbs Down	Trust
Q2	What could have been better? (Tap/Select all that apply)	Multiselect	
	I was not able to find the information I needed to on this website		Effectiveness
	It was difficult to find what I needed on this website		Ease
	It took too long to find what I needed on the website		Efficiency
	Something else	Text Comment	Other
Q3	What did you like about this interaction? (Tap/Select all that apply)	Multiselect	
	I was able to find the information I needed on this website		Effectiveness
	It was easy to find what I needed on this website		Ease
	I found the information I needed in a reasonable amount of time		Efficiency
	Something else	Text Comment	Other
Q4	I am satisfied with [interaction/service] from/with [Program/Agency/etc.].	5-Point Likert Agreement Scale (Strongly Agree - Strongly Disagree)	Satisfaction
Q5	Are there any other comments or feedback you'd like to leave about your web experience today?	Text Comment	N/A

USDA Office of Customer Experience Standard Measurements – Customer Service Centers:

The inclusion of the following customer experience measurements are standard for the USDA and all customer experience surveys created under USDA should follow these guidelines. These standardized measurements are created in compliance with OMB A-11 Section 280 for High Impact Service Providers (HISPs).

	Question Wording	Response	Metric
Q1	Based on my [interaction/service], I trust [Program/Agency/etc.].	Thumbs Up/Thumbs Down	Trust
Q2	What could have been better? (Tap/Select all that apply)	Multiselect	
	My need was not addressed		Effectiveness
	It was difficult to complete what I needed to do		Ease
	It took too long to do what I needed to do		Efficiency
	I did not understand what was being asked of me throughout the process		Transparency
	I was not treated fairly		Equity/Humanity
	Employees I interacted with were not helpful		Employee Interaction
	Something else	Text Comment	Other
Q3	What did you like about this interaction? (Tap/Select all that apply)	Multiselect	
	My need was addressed		Effectiveness
	It was easy to complete what I needed to do		Ease
	It took a reasonable amount of time to do what I needed to do		Efficiency
	I did understood what was being asked of me throughout the process		Transparency

	I was treated fairly		Equity/Humanity
	Employees I interacted with were helpful		Employee Interaction
	Something else	Text Comment	Other
Q4	I am satisfied with [interaction/service] from/with [Program/Agency/etc.].	5-Point Likert Agreement Scale (Strongly Agree - Strongly Disagree)	Satisfaction
Q5	Are there any other comments or feedback you'd like to leave about your experience today?	Text Comment	N/A

USDA Office of Customer Experience Standard Measurements – Application Process:

The inclusion of the following customer experience measurements are standard for the USDA and all customer experience surveys created under USDA should follow these guidelines. These standardized measurements are created in compliance with OMB A-11 Section 280 for High Impact Service Providers (HISPs).

	Question Wording	Response	Metric
Q1	Based on my [interaction/service], I trust [Program/Agency/etc.].	Thumbs Up/Thumbs Down	Trust
Q2	What could have been better? (Tap/Select all that apply)	Multiselect	
	I was unable to complete my [application/process]		Effectiveness
	The [application/process] was difficult to complete		Ease
	It took too long to complete the [application/process]		Efficiency
	I did not understand what was being asked of me throughout the [application/process]		Transparency
	I was not treated fairly		Equity/Humanity
	Employees I interacted with were not helpful		Employee Interaction
	Something else	Text Comment	Other

	Question Wording	Response	Metric
Q3	What did you like about this interaction? (Tap/Select all that apply)	Multiselect	
	I was able to complete my [application/process]		Effectiveness
	The [application/process] was easy to complete		Ease
	It took a reasonable amount of time to complete the [application/process]		Efficiency
	I understood what was being asked of me throughout the [application/process]		Transparency
	I was treated fairly		Equity/Humanity
	Employees I interacted with were helpful		Employee Interaction
	Something else	Text Comment	Other
Q4	I am satisfied with [interaction/service] from/with [Program/Agency/etc.].	5-Point Likert Agreement Scale (Strongly Agree - Strongly Disagree)	Satisfaction
Q5	Are there any other comments or feedback you'd like to leave about your experience today?	Text Comment	N/A

USDA Office of Customer Experience Optional Measurements:

The following questions are not required by the Office of Customer Experience but have been standardized for use in customer experience measurement surveys.

	Question Wording	Response	Metric
Demogr1	What is your age?	Select One	Demographic: Age
	Under 18		
	18-24		
	25-34		
	35-44		
	45-54		
	55-64		

	65 and older		
	Prefer not to say		
Demogr2	How do you identify your race/ethnicity? Select all that apply	Multiple Selection	Demographic: Race
	American Indian or Alaskan Native		
	Asian		
	Black or African American		
	Native Hawaiian or other Pacific Islander		
	White		
	Other, please specify:	Text Comment	
	Prefer not to say		
Demogr3	Are you of Hispanic, Latino, or Spanish origin?	Select One	Demographic: Ethnicity
	Yes		
	No		
	Prefer not to say		
Demogr4	Where are you located? (Zip Code)	Text	Demographic: Location
Demogr5	What is your highest level of education?	Select One	Demographic: Education
	High School		
	Some college		
	College degree		
	Graduate degree (Master's/MBA)		
	Advanced degree (PhD, JD, MD, etc.)		
	Prefer not to respond		
Psychogr1	Which of the following do you most identify with? **Options depend on survey context	Select One	Psychographic: Persona/Role
Psychogr2	Why did you visit this site today? **Options depend on survey question	Multiple Selection	Psychographic: Reason for Visit