

THE FORESEE EXPERIENCE INDEX: E-GOV

Q4 2017 UPDATE

COMMENTARY AND ANALYSIS

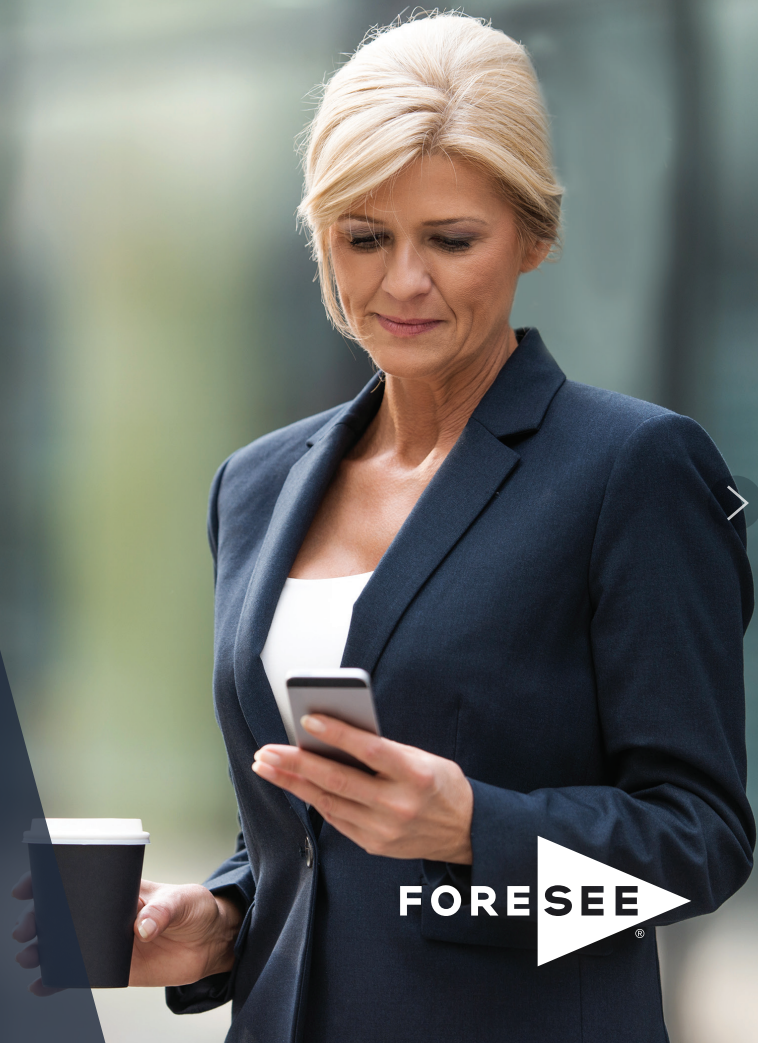
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With an introduction from Eric Keller, Partnership for Public Service

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The ForeSee Experience Index: E-Gov (formerly the ForeSee E-Government Satisfaction Index) is a quarterly reflection of citizens' experience with federal government websites. See past reports [here](#). We also publish a yearly report ([download the 2016 report here](#)).

Executive Summary: Digital CX Dips Slightly in Q4 2017 But Remains Stable Year Over Year

DIGITAL CX DIPS SLIGHTLY IN Q4



WEB

[LEARN MORE»](#)

75.5

down 0.4 point from
75.9 in Q3 2017



MOBILE SITES
AND APPS

[LEARN MORE»](#)

77.5

down 0.2 points from
77.7 in Q3 2017

WHY CX MATTERS

Citizens who have a great experience with e-gov websites are:

- **95%** more likely to use the website as a primary resource
- **114%** more likely to recommend the website to a friend or family member
- **56%** more likely to trust in the Government

MOST IMPROVED

U.S. DEFENSE LOGISTICS AGENCY

59 +8

U.S. DEPARTMENT OF THE TREASURY
OFFICE OF FINANCIAL STABILITY

69 +7

THE E-GOV FXI: THE GOLD STANDARD

- More than 10 million citizen surveys since 2002
- More than 200,000 citizen surveys in Q4 2017 alone
- Nearly 1 million surveys total in 2017
- 80+ websites
- 20+ mobile websites and apps

INTRODUCTION

Citizen Choice: Why Creating a Great Customer Experience in Government Matters

BY **ERIC KELLER**, PARTNERSHIP FOR PUBLIC SERVICE

The release of the ForeSee Experience Index: E-Government report is an important step in measuring citizens' experience with government's digital services. The timing could not be better. In the past 90 days, people visited government websites more than 2.6 billion times, with almost half of these visits taking place on mobile devices.

Our government's best digital services rival anything delivered by the private sector. For example, through their interactions with most businesses customers have come to expect fast and easy online payment systems. Similarly, citizens paying their taxes online with the IRS will encounter a service that gets stellar ratings.

As this report highlights, when citizens have a great experience with a government website, they are 95 percent more likely to use it as their primary source of information. This brings costs down considerably for government while ensuring that citizens get the information they need. However, these easy interactions need to be more widespread.

Millions of citizens each year visit our national parks, and more than a dozen federal agencies collaborate to make sure their information is available on recreation.gov. But according to the index, citizens' experiences in booking permits and reservations on the site could be improved. Similarly, grants.gov, which on an annual basis makes available to the public more

than \$500 billion in federal grants, gets poor marks from its visitors. That's why measuring the experiences of park enthusiasts and grant seekers is so important. It allows agencies to improve by understanding what is driving customer satisfaction, and also hone in on how improving satisfaction leads to desired outcomes, like recommending the web site to others.

With a focus on collecting, analyzing, and acting on citizen feedback, government can meet the needs of its customers, while allowing agencies to improve mission outcomes and find efficiencies.

Eric Keller is a senior program manager for research at the Partnership for Public Service, a non-profit, non-partisan organization that strives for a more effective government for the American people.

Delivering a Great Experience While Increasing Efficiencies Showcases the Value of CX for Agencies

BY **DAVE LEWAN**, VICE PRESIDENT, FORESEE

Government agencies that are successful in carrying out their missions have something in common: they make customer experience (CX) a priority. They value feedback from the citizens who depend on them for services or information. And, they understand that CX isn't just good for citizens—it's also good for bottom-line results and meeting organizational goals.

When government invests in customer-centered processes, it reaps several benefits, from cost savings to efficiency improvements. Hundreds of important government initiatives collect and use feedback from ForeSee to calibrate their customer experience to customer needs and wants. With insights gleaned directly from people who depend on their services, agencies are better equipped to engage citizens more effectively.

For example:

- » During the last quarter of 2017, people who reported great experiences with sites for the Social Security Administration (SSA) and the National Institutes of Health (NIH) and others, said they were 95% more likely to use those websites as a primary resource in the future.
- » Two agencies saw their CX investments pay off with higher satisfaction scores: the U.S. Defense Logistics Agency (dla.mil) jumped 8 points to 59 and the U.S. Department of the Treasury Office of Financial Stability (treasury.gov/initiatives/financial-stability) jumped 7 points to 69. Both of these sites saw notable jumps in repeat visitors from Q3 to Q4, which indicates that these organizations are providing value and the right information to their audiences.

For fourteen years, the benchmarks captured in the ForeSee Experience Index: E-Gov stand as testament that quality CX matters a great deal. Agencies with a strong commitment to rigorous and scientific measurement of CX are in the best position to leverage citizen feedback and continuously improve their websites and mobile apps. These thoughtful changes, guided by scientific measurement of the voice of the public, send ripples of benefits to citizens, agencies, and the government as a whole. Citizens receive a better digital experience, and return to channels that have been made more efficient and effective. Agencies see benefits in the bottom line: one agency saw call center usage decrease, resulting in savings of \$6 million annually. By investing in and making decisions based on CX, everyone wins.



FORESEE EXPERIENCE INDEX
E-GOVERNMENT Q4 2017

◀ **WEB UPDATE** ▶

Federal Web CX Snapshot

CX BY QUARTER: 2004 – 2017



FXI: E-GOVERNMENT Q4 2017

Formerly “satisfaction scores,” the methodology used to calculate “FXI scores” is the same, making them comparable to all past scores.

FORESEE EXPERIENCE INDEX Q4 2017

DEPARTMENT/AGENCY	WEBSITE	FXI SCORE
AVERAGE WEB CX		75.5
SSA	Extra Help with Medicare Prescription Drug Plan Costs— socialsecurity.gov/i1020	91
SSA	SSA Retirement Estimator— ssa.gov/estimator	90
TREASURY	Electronic Federal Tax Payment System— eftps.com	89
SSA	SSA iClaim— socialsecurity.gov/applyonline	88
SSA	SSA - my Social Security— ssa.gov/myaccount	87
OPM	Office of Personnel Management: Retirement Services— servicesonline.opm.gov	87
SSA	Social Security Business Services Online— ssa.gov/bso	86
OPM	Office of Personnel Management: Onboarding Manager— onboarding.usastaffing.gov	85
BOARDS, COMMISSIONS, AND COMMITTEES	American Battle Monuments Commission— abmc.gov	85
DHS	U.S. Citizenship and Immigration Services Resource Center— uscis.gov/portal/site/uscis/citizenship	84
DOD	U.S. Navy— navy.mil	84
HHS	National Heart, Lung, and Blood Institute— nhlbi.nih.gov	84

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DEPARTMENT/AGENCY	WEBSITE	FXI SCORE
TREASURY	U.S. Internal Revenue Service Direct Pay— irs.gov/payments/direct-pay	84
HHS	National Library of Medicine Genetics Home Reference website— ghr.nlm.nih.gov	84
DHS	U.S. Citizenship and Immigration Services Español— uscis.gov/portal/site/uscis-es	83
HHS	National Institute of Diabetes and Digestive and Kidney Diseases— niddk.nih.gov	83
HHS	National Women's Health Information Center (NWHIC)— womenshealth.gov	83
NASA	NASA main website— nasa.gov	83
DOC	National Geodetic Survey, National Oceanic and Atmospheric Administration website— ngs.noaa.gov	82
HHS	National Institute of Dental and Craniofacial Research— nidcr.nih.gov	82
CIA	Central Intelligence Agency Careers— cia.gov/careers	82
HHS	AIDSinfo— aidsinfo.nih.gov	82
SSA	SSA iClaim - Disability— ssa.gov/applyfordisability	82
HHS	Centers for Disease Control and Prevention— cdc.gov	81
PBGC	MyPBA— egov.pbgc.gov/mypba	81
HHS	InfoSida— infosida.nih.gov	81
DOC	NOAA National Weather Service— weather.gov	81
OPM	Office of Personnel Management— applicationmanager.gov	81
HHS	Agency for Healthcare Research and Quality— ahrq.gov	80

Q4 2017 E-GOVERNMENT SATISFACTION INDEX (CONTINUED FROM PAGE 9)

DEPARTMENT/AGENCY	WEBSITE	FXI SCORE
DOJ	National Institute of Justice—nij.gov	80
HHS	National Institute of Arthritis and Musculoskeletal and Skin Diseases—niams.nih.gov	80
HHS	Substance Abuse and Mental Health Services Administration Publications Ordering—store.samhsa.gov	80
FTC	FTC Complaint Assistant website—ftccomplaintassistant.gov	80
DOD	U.S. Marines—marines.mil	79
PBGC	U.S. Pension Benefit Guaranty Corp—pbgc.gov	79
HHS	Bureau of Primary Health Care—bphc.hrsa.gov	79
TREASURY	U.S. Mint Online—usmint.gov	79
HHS	National Institute of Child Health and Human Development—nichd.nih.gov	79
SEC	U.S. Securities and Exchange Commission—investor.gov	79
NRC	U.S. Nuclear Regulatory Commission website—nrc.gov	79
SSA	SSA iAppeals - Disability Appeal—ssa.gov/disabilityssi/appeal.html	79
VA	MyHealtheVet—myhealth.va.gov	78
DOD	U.S. Air Force—af.mil	78
GAO	Government Accountability Office—gao.gov	78
DOS	U.S. Department of State Careers—careers.state.gov	78

Q4 2017 E-GOVERNMENT SATISFACTION INDEX (CONTINUED FROM PAGE 10)

DEPARTMENT/AGENCY	WEBSITE	FXI SCORE
DHS	U.S. Citizenship and Immigration Services—uscis.gov/e-verify	77
DOJ	Office for Victims of Crime—ovc.gov	77
DOI	National Park Service—nps.gov	77
DOC	Bureau of Economic Analysis—bea.gov	76
DOC	NOAA Tides and Currents—tidesandcurrents.noaa.gov	75
DOJ	Federal Bureau of Investigation—fbi.gov	75
DOL	Bureau of Labor Statistics—bls.gov	75
FTC	Federal Trade Commission—ftc.gov	75
USDA	Food Safety and Inspection Service—fsis.usda.gov	74
DOT	Federal Aviation Administration—faa.gov	74
DHS	U.S. Citizenship and Immigration Services—uscis.gov/portal/site/uscis	74
HHS	ClinicalTrials.gov—clinicaltrials.gov	74
USDA	Economic Research Service—ers.usda.gov	74
SEC	U.S. Securities and Exchange Commission—sec.gov	73
SBA	Small Business Administration—sba.gov	73
DOD	U.S. Department of Defense—defense.gov	73

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DEPARTMENT/AGENCY	WEBSITE	FXI SCORE
DOT	U.S. Department of Transportation— fhwa.dot.gov	73
USDA	Natural Resources Conservation Service— nracs.usda.gov	73
ITC	U.S. International Trade Commission— usitc.gov	73
DOC	NOAA Satellite and Information Service— nesdis.noaa.gov	71
TREASURY	U.S. Alcohol and Tobacco Tax and Trade Bureau— ttb.gov	71
OPM	Recruitment website— usajobs.gov	71
HHS	Substance Abuse and Mental Health Services Administration— samhsa.gov	71
HHS	U.S. Food and Drug Administration— fda.gov	69
TREASURY	U.S. Department of the Treasury Office of Financial Stability— treasury.gov/initiatives/financial-stability	69
DOS	U.S. Department of State— state.gov	68
DOD	U.S. Defense Health Agency— health.mil	67
NARA	National Archives and Records Administration— archives.gov	67
SSA	Social Security Online— socialsecurity.gov	66
DOC	U.S. Patent and Trademark Office— uspto.gov	66
TREASURY	U.S. Department of the Treasury— treasury.gov	65
DOJ	Bureau of Justice Statistics— bjs.gov	65

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DEPARTMENT/AGENCY	WEBSITE	FXI SCORE
USDA	U.S. Forest Service—fs.usda.gov	64
VA	U.S. Department of Veterans Affairs—blogs.va.gov	63
HHS	Health Resources and Services Administration—hrsa.gov	61
DOD	TRICARE—tricare.mil	60
DOD	U.S. Defense Logistics Agency—dla.mil	59
DOD	Center for Development of Security Excellence—cdse.edu	58
HHS	U.S. Health and Human Services E-Grant—grants.gov	58
TREASURY	U.S. Internal Revenue Service—irs.gov	56
VA	U.S. Department of Veterans Affairs—va.gov	56
USDA	Recreation One-Stop—recreation.gov	54
DOE	U.S. Department of Education—ed.gov	50

CX: Drivers and Outcomes

The FXI model presented below is based on the multi-patented methodology ForeSee has been using for two decades with hundreds of government websites and more than 100 million benchmarkable customer experiences. On the left side are the drivers that show which improvements will drive a higher FXI score. The right side quantifies the results of making those improvements.

Drivers of the Web Experience

TOP DRIVERS FOR IMPROVING WEB CX

Navigation **64%**

the ease of finding pages, consistency of layout, and ease of narrowing choices

Site Information **47%**

the extent to which information is understandable, thorough, and provides answers to questions

Information Browsing **32%**

the ability to sort information and narrow choices, and the usefulness of site features in finding information

Note: a change in top drivers from previous quarters reflects a shift to updated survey models. Not all surveys include the same drivers.

WEB
EXPERIENCE

75.5
FXI SCORE

The FXI provides contextual insights, revealing a visitor's overall satisfaction, satisfaction compared to expectations and satisfaction compared to the idea of an ideal web experience.

Outcomes of a Great Web Experience

CUSTOMERS WHO HAVE A GREAT WEB CX ARE

95% more likely to use the site as a primary resource

114% more likely to recommend the site

56% more likely to return to the website

56% more likely to trust in the government

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E-GOVERNMENT Q4 2017

MOBILE UPDATE

SATISFACTION WITH MOBILE SITES AND APPS

With citizens increasingly using mobile devices to access the Government's digital channels, ForeSee initiated the Mobile Federal Government Benchmark in Q4 2013, making this our 18th consecutive report on Federal mobile satisfaction.

According to Pew, 77% of Americans now own smartphones, more than double the 35% in 2011.

Accordingly, Federal agencies, departments and programs are quickly gaining mobile sophistication. Mobile gov (mgov) outperforms mobile retail (77.5 vs. 77). However, as citizens' expectations rise, so will the need to improve further.

The following table shows the average aggregate CX score for the Government's mobile websites and apps for Q4 2017, as well as how the scores from this relatively new index compare with scores from other indexes.

MOBILE SITES AND APPS

	Q4 2017
Number of Mobile Websites Measured	23
Number of Responses Collected	141,541
Average E-Government Mobile FXI Score	77.5
Highest Mobile FXI Score	87
Lowest Mobile FXI Score	60
Number of E-Government Mobile Websites With Excellent Rating (80 or higher)	11
Number of E-Government Mobile Websites With Lowest Satisfaction (70 or lower)	4

Federal Mobile CX Snapshot

CX BY QUARTER: 2013 – 2017



Mobile E-Gov CX: Drivers and Outcomes

The FXI model presented below is based on the multi-patented methodology ForeSee has been using for two decades with hundreds of government websites and more than 100 million benchmarkable customer experiences. On the left side are the drivers that show which improvements will drive a higher FXI score. The right side quantifies the results of making those improvements.

Drivers of the Mobile Experience

TOP DRIVERS FOR IMPROVING MOBILE CX

Site Information 61%: the extent to which information is understandable, thorough, and provides answers to questions

Navigation 48%: the ease of finding pages, consistency of layout, and ease of narrowing choices

Information Browsing 43%: the ability to sort information and narrow choices, and the usefulness of site features in finding information

Look and Feel 30%: the visual appeal of the website and its consistency throughout the website

Note: a change in top drivers from previous quarters reflects a shift to updated survey models. Not all surveys include the same drivers.

MOBILE
EXPERIENCE

77.5

FXI SCORE

Outcomes of a Great Mobile Experience

CUSTOMERS WHO HAVE A GREAT MOBILE CX ARE

83% more likely to use the site or app as a primary resource

151% more likely to recommend the site or app

98% more likely to return to the site or app

ABOUT THIS REPORT

The ForeSee Experience Index: E-Gov Q4 2017 Update (formerly called the ForeSee E-Government Satisfaction Index) is a comprehensive reflection of the citizen experience with Federal Government websites. It is a critical measure for evaluating the success and performance of the Federal Government's online initiatives. ForeSee collected and measured more than 200,000 responses across the Federal Government websites in this Index during Q4 2017. These high numbers demonstrate citizens' willingness to share their experiences to help agencies and departments improve. The use of the ForeSee methodology and technology then enables agency leaders to determine which website and app improvements will have the greatest impact on usage.



ABOUT THE AUTHORS

Dave Lewan

Dave Lewan manages ForeSee's public sector business, including its relationships with Federal and state government departments and agencies, nonprofit organizations, and higher education institutions.

Since 2017, Dave has served as ForeSee's liaison with the Partnership for Public Service for the Center for Presidential Transition to educate 4,000 appointees from the private sector entering employment with the Federal Government as part of the new administration. He has also served as a speaker for the Excellence in Government Fellows program, educating Federal management candidates on CX strategies. Prior to joining ForeSee in 2009, he led in key strategic areas at ADP, SalesLogix, Ultimate Software and Ceridian. Dave graduated from the University of Minnesota with a Bachelor of Arts in Speech Communications.

**Eric Keller**

Eric Keller joined the Partnership for Public Service in October 2013 as a research manager. He manages a portfolio of high-visibility research activities and products, including project conceptualization and design, budgeting, staffing, data collection and analysis, and report writing. He also leads the Partnership's work to improve customer experience with Federal services.

Before joining the Partnership, Eric worked at the U.S. Department of Health and Human Services (HHS) as a presidential management fellow and grants policy analyst. Eric holds a Master of Public Policy from George Mason University and a Bachelor of Arts in Political

Science from Wake Forest University.

ABOUT THE RESEARCH ASSISTANT

Anna Salomonsson

Anna Salomonsson manages benchmark processes and related thought leadership projects at ForeSee, including seasonal consumer insight studies. She has expanded benchmark offerings to provide better context to clients' performance scores.

Before joining ForeSee in 2015, Anna held various positions at a breast cancer research lab at the University of Michigan and in market research at The Mars Agency. Anna graduated from the University of Michigan with a Bachelor of Arts in Communications.



ABOUT FORESEE

ForeSee helps government departments, agencies, and programs prioritize enhancements to the citizen experience with certainty. The ForeSee® CX Suite allows public-sector organizations to manage all their customer experience needs from one place, capturing the entire customer journey and prioritizing their most critical CX issues. ForeSee clients include hundreds of federal, state and local organizations using VOC programs to measure performance and prioritize changes to enhance the citizen experience and lower costs. Founded in 2001, ForeSee is headquartered in Ann Arbor, MI and has offices in Washington D.C., New York, San Francisco, St. Louis, Cleveland, Vancouver and London. For more information, visit www.foresee.com.



Visit www.foresee.com/gov to learn more about ForeSee's public sector solutions.

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