THE FORESEE EXPERIENCE INDEX: E-GOV

JANUARY – JUNE 2018

COMMENTARY AND ANALYSIS

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RESEARCH

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The ForeSee Experience Index: E-Gov (formerly the ForeSee E-Government Satisfaction Index) is a regularly updated reflection of citizen experiences with federal government websites. Previous reports chronicling the federal customer experience are available here.

INTRODUCTION

New Guidance From OMB is Good News for Government Customer Experience Champions

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

Federal employees who focus on streamlining services for citizens often must spend time persuading their peers and leaders about the value of collecting customer feedback. Guidance released in July by the Office of Management and Budget will hopefully make this task a little easier.

The benefits of focusing on the customer experience are clear. For example, this edition of the ForeSee Experience Index: E-Government confirms that people that who have a great customer experience are 107% more likely to use agency websites as a primary resource.

And with OMB's new guidance, collecting and acting on customer feedback is now a requirement for many federal programs rather than something that is nice to have if time and budgets allow.

The memo lays out a framework for how agencies should measure the customer experience, and establishes a set of standardized questions on topics like overall customer satisfaction, whether it was easy to complete a task, and whether federal employees were helpful. Sensibly, it emphasizes collecting quick, actionable feedback tied to specific services or transactions rather than conducting broad surveys of citizens' overall perceptions of an agency.

For agency staff making the case for customer experience improvements, this guidance provides support from the White House, as well as a useful framework for how to improve services from the citizens' perspective.

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.

Popular Sites Make Big Gains in First Half of 2018

WEB CX DIPS SLIGHTLY IN 1H 2018

WEB
LEARN MORE »

75.0

down 0.5 from 75.5
in Q4 2017

MOBILE SITES AND APPS
LEARN MORE »

77.6

up 0.1 from 77.5
in Q4 2017

WHY CX MATTERS

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

- **107%** more likely to use the website as a primary resource
- **129%** more likely to recommend the website to a friend or family member
- **55%** more likely to trust in the Federal Government

BIGGEST CX GAINS

RECREATION.GOV 68 +14

IRS.GOV 63 +7

THE FXI: E-GOV — THE GOLD STANDARD

ForeSee has been examining the citizen experience for 16 years:

- More than 500,000 citizen surveys in first six months of 2018
- Nearly 1 million surveys total in 2017
- 80+ websites
- 20+ mobile websites and apps

Measuring, Reporting, and Improving the Federal Customer Experience

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

People depend on federal agencies for a broad range of services, from applying for federal jobs to researching hiking trails at national parks. Indeed, nearly two thirds (62%) of respondents in a recent ForeSee report on federal customer experience (CX) cited between two and five government interactions in the last six months alone. And while digital is not (yet) every citizen's preferred channel, the report also confirmed that digital channels yield the highest level of satisfaction. **Clearly, the opportunity to boost federal CX is with digital.**

This edition of the FXI: E-Government report (January – June 2018), measuring customer experiences across 100 sites and apps, shows the sites with the biggest jump in CX include:

» Recreation.gov with 68 (+14 from Q4 2017)

» Internal Revenue Service (IRS.gov) with 63 (+7 from Q4 2017)

While it is tempting to correlate a seasonal increase in website traffic to an increase in satisfaction, in reality it is never that simple. In order to understand what really drives desired outcomes—like more trust and higher task completion rates —requires continuous CX measurement and optimization. For example, the data for IRS.gov reveals that satisfaction was driven up specifically by individual taxpayers and first-time site visitors, with both groups reporting high task-accomplishment rates. Unpacking data further, and across multiple touchpoints, could help agencies like the IRS prioritize the development of features to boost accomplishment and success rates for additional customer segments.

The President's Management Agenda (PMA) is bringing even more attention to customer experience. As detailed in OMB's Circular No. A–11, High Impact Service Providers (HISPs) will have to measure, report out on, and improve the experience for their customers. ForeSee's journey measurement and CX maturity assessment is designed to help agencies identify strengths and blind spots, as well as develop a blueprint for how to maximize current systems to meet the new mandates. This culmination of expectations makes one thing clear for digital government services: It's time for the public sector to compete and win on customer experience.

Schedule a briefing to learn how ForeSee can help your agency meet the customer experience goals and objectives set forth in the PMA.

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WEB UPDATE

Federal Web CX Snapshot

2003 −2018

CX SCORE (100-POINT SCALE)

70.9 ▼

75.0 ▼

2003   2004   2005   2006   2007   2008   2009   2010   2011   2012   2013   2014   2015   2016   2017   H1 2018

FXI: E-GOVERNMENT H1 2018

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

FXI: E-GOVERNMENT H1 2018

DEPARTMENT/AGENCY	WEBSITE	FXI SCORE
AVERAGE WEB CX		**75**
SSA	Extra Help with Medicare Prescription Drug Plan Costs—socialsecurity.gov/i1020	91
SSA	SSA Retirement Estimator—ssa.gov/estimator	91
SSA	SSA iClaim—socialsecurity.gov/applyonline	89
TREASURY	Electronic Federal Tax Payment System—eftps.com	88
SSA	SSA - my Social Security—ssa.gov/myaccount	88
DHS	U.S. Citizenship and Immigration Services Resource Center—uscis.gov/portal/site/uscis/citizenship	87
OPM	Office of Personnel Management: Retirement Services—servicesonline.opm.gov	85
HHS	National Library of Medicine Genetics Home Reference website—ghr.nlm.nih.gov	85
SSA	Social Security Business Services Online—ssa.gov/bso	85
HHS	National Institute of Diabetes and Digestive and Kidney Diseases—niddk.nih.gov	84
BOARDS, COMMISSIONS, AND COMMITTEES	American Battle Monuments Commission—abmc.gov	84
NASA	NASA main website—nasa.gov	83

FXI: E-GOVERNMENT H1 2018 (CONTINUED FROM PAGE 8)

DEPARTMENT/AGENCY	WEBSITE	FXI SCORE
DHS	U.S. Citizenship and Immigration Services Español—uscis.gov/portal/site/uscis-es	83
HHS	AIDSinfo—aidsinfo.nih.gov	83
TREASURY	U.S. Internal Revenue Service Direct Pay—irs.gov/payments/direct-pay	82
SSA	SSA iClaim - Disability—ssa.gov/applyfordisability	82
HHS	National Heart, Lung, and Blood Institute—nhlbi.nih.gov	82
SEC	U.S. Securities and Exchange Commission—investor.gov	82
HHS	InfoSida—infosida.nih.gov	82
HHS	National Institute of Arthritis and Musculoskeletal and Skin Diseases—niams.nih.gov	81
HHS	Agency for Healthcare Research and Quality—ahrq.gov	81
DOS	U.S. Department of State Careers—careers.state.gov	81
HHS	Centers for Disease Control and Prevention—cdc.gov	81
DOD	U.S. Navy—navy.mil	81
HHS	Substance Abuse and Mental Health Services Administration Publications Ordering—store.samhsa.gov	81
CIA	Central Intelligence Agency Careers—cia.gov/careers	81
FTC	FTC Complaint Assistant website—ftccomplaintassistant.gov	80
DOJ	National Institute of Justice—nij.gov	80
OPM	Office of Personnel Management—applicationmanager.gov	80

FXI: E-GOVERNMENT H1 2018 (CONTINUED FROM PAGE 9)

DEPARTMENT/AGENCY	WEBSITE	FXI SCORE
DOC	National Geodetic Survey, National Oceanic and Atmospheric Administration website—ngs.noaa.gov	80
DOD	U.S. Marines—marines.mil	79
HHS	National Institute of Child Health and Human Development—nichd.nih.gov	79
TREASURY	U.S. Mint Online—usmint.gov	79
DOD	U.S. Air Force—af.mil	79
GAO	Government Accountability Office—gao.gov	79
OPM	Office of Personnel Management: Onboarding Manager—onboarding.usastaffing.gov	79
DOC	NOAA Tides and Currents—tidesandcurrents.noaa.gov	79
VA	MyHealtheVet—myhealth.va.gov	78
NRC	U.S. Nuclear Regulatory Commission website—nrc.gov	78
DOJ	Office for Victims of Crime—ovc.gov	78
HHS	National Center for Complementary and Integrative Health—nccih.nih.gov	78
HHS	National Women's Health Information Center (NWHIC)—womenshealth.gov	77
SSA	SSA iAppeals - Disability Appeal—ssa.gov/disabilityssi/appeal.html	77
DOL	Bureau of Labor Statistics—bls.gov	76
HHS	Bureau of Primary Health Care—bphc.hrsa.gov	76

FXI: E-GOVERNMENT H1 2018 (CONTINUED FROM PAGE 10)

DEPARTMENT/AGENCY	WEBSITE	FXI SCORE
HHS	National Institute of Dental and Craniofacial Research—nidcr.nih.gov	76
DOD	U.S. Department of Defense—defense.gov	76
DHS	U.S. Citizenship and Immigration Services—uscis.gov/e-verify	76
PBGC	MyPBA—egov.pbgc.gov/mypba	75
HHS	ClinicalTrials.gov—clinicaltrials.gov	75
FTC	Federal Trade Commission—ftc.gov	75
DOJ	Federal Bureau of Investigation—fbi.gov	75
USDA	Food Safety and Inspection Service—fsis.usda.gov	74
DHS	U.S. Citizenship and Immigration Services—uscis.gov/portal/site/uscis	74
PBGC	U.S. Pension Benefit Guaranty Corp—pbgc.gov	74
DOT	Federal Aviation Administration—faa.gov	74
SEC	U.S. Securities and Exchange Commission—sec.gov	73
USDA	Economic Research Service—ers.usda.gov	73
USDA	Natural Resources Conservation Service—nrcs.usda.gov	72
DOC	NOAA Satellite and Information Service—nesdis.noaa.gov	72
SBA	Small Business Administration—sba.gov	72

Q4 2017 E-GOVERNMENT SATISFACTION INDEX (CONTINUED FROM PAGE 11)

DEPARTMENT/AGENCY	WEBSITE	FXI SCORE
ITC	U.S. International Trade Commission—usitc.gov	72
DOC	Bureau of Economic Analysis—bea.gov	71
OPM	Recruitment website—usajobs.gov	70
HHS	Substance Abuse and Mental Health Services Administration—samhsa.gov	70
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
VA	U.S. Department of Veterans Affairs—blogs.va.gov	68
USDA	Recreation One-Stop—recreation.gov	68
DOD	U.S. Defense Health Agency—health.mil	68
TREASURY	U.S. Alcohol and Tobacco Tax and Trade Bureau—ttb.gov	67
DOC	NOAA Fisheries—fisheries.noaa.gov	67
SSA	Social Security Online—socialsecurity.gov	67
DOJ	Bureau of Justice Statistics—bjs.gov	66
DOS	U.S. Department of State—state.gov	66
DOC	U.S. Patent and Trademark Office—uspto.gov	66
USDA	U.S. Forest Service—fs.usda.gov	65

FXI: E-GOVERNMENT H1 2018 (CONTINUED FROM PAGE 12)

DEPARTMENT/AGENCY	WEBSITE	FXI SCORE
DOD	U.S. Defense Logistics Agency—dla.mil	64
TREASURY	U.S. Department of the Treasury—treasury.gov	64
NARA	National Archives and Records Administration—archives.gov	63
TREASURY	U.S. Internal Revenue Service—irs.gov	63
HHS	U.S. Health and Human Services E-Grant—grants.gov	61
HHS	Health Resources and Services Administration—hrsa.gov	59
TREASURY	U.S. Department of the Treasury—treasurydirect.gov	58
DOD	Center for Development of Security Excellence	56
DOD	TRICARE—tricare.mil	55
DOE	U.S. Department of Education—ed.gov	54
VA	U.S. Department of Veterans Affairs—va.gov	53

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 **60%**
the ease of finding pages, consistency of layout, and ease of narrowing choices

Site Information **49%**
the extent to which information is understandable, thorough, and provides answers to questions

Information Browsing **45%**
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 periods reflects a shift to updated survey models. Not all surveys include the same drivers.

WEB EXPERIENCE

75
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

107% more likely to use the site as a primary resource

129% more likely to recommend the website

62% more likely to return to the website

55% more likely to trust in the government

Numbers represent the % of federal sites that register this driver as a first or second priority for improvement.

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MOBILE UPDATE

SATISFACTION WITH
MOBILE SITES AND APPS

Today, around half of households are mobile-device only. Based on their private-sector experiences, federal customers have ever-increasing expectations for digital. A great customer experience requires sites, apps and services that are easily digestible and accessible from mobile.

The following table shows the average aggregate CX score for government mobile websites and apps, for the first half of 2018.

MOBILE SITES AND APPS

Number of Mobile Websites Measured	23
Number of Responses Collected	432,761
Average E-Government Mobile FXI Score	77.6
Highest Mobile FXI Score	86
Lowest Mobile FXI Score	64
Number of E-Government Mobile Websites with Excellent Rating (80 or higher)	12
Number of E-Government Mobile Websites with Lowest Satisfaction (70 or lower)	5

Federal Mobile CX Snapshot

2013 –2018

77

77.6

CX SCORE (100-POINT SCALE)

| Q3 2013 | Q1 2014 | Q2 2014 | Q3 2014 | Q3 2014 | Q1 2015 | Q2 2015 | Q3 2015 | Q3 2015 | Q1 2016 | Q2 2016 | Q3 2016 | Q3 2016 | Q1 2017 | Q2 2017 | Q3 2017 | Q4 2017 | H1 2018 |

QUARTER AND YEAR

Mobile 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

Navigation **57%**: the ease of finding pages, consistency of layout, and ease of narrowing choices

Site Information **52%**: the extent to which information is understandable, thorough, and provides answers to questions

Information Browsing **52%**: the ability to sort information and narrow choices, and the usefulness of site features in finding information

Look and Feel **26%**: the visual appeal of the website and its consistency throughout the website

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

MOBILE EXPERIENCE

77.6

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 mobile experience.

Outcomes of a Great Mobile Experience

CUSTOMERS WHO HAVE A GREAT MOBILE CX ARE

79% more likely to use the site or app as a primary resource

**145%** more likely to recommend the site or app

96% more likely to return to the site or app

Numbers represent the % of federal sites that register this driver as a first or second priority for improvement.

ABOUT THE AUTHORS

Dave Lewan

Dave Lewan manages ForeSee's public sector business, including its relationships with federal, state, provincial and local governments, nonprofit organizations, and higher education institutions. Dave serves as ForeSee's liaison with the Partnership for Public Service for the Center for Presidential Transition. In 2017, Dave led the Customer Experience curriculum at the Excellence in Government Fellows program, educating agency leaders on CX best practices.

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
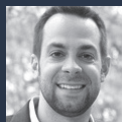
Eric Keller joined the Partnership for Public Service in October 2013 as a research manager. He manages a portfolio of high-visibility research activities and products, including project conceptualization and design, budgeting, staffing, data collection and analysis, and report writing. He also leads 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 THIS REPORT

The ForeSee Experience Index: E-Gov January–June 2018 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 500,000 responses across Federal Government websites in this Index during H1 2018. 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 FORESEE

ForeSee helps companies accurately connect CX improvements to business outcomes, empowering business leaders with strategic and tactical CX decisioning. 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. For more information, visit www.foresee.com.

Schedule a briefing to learn how ForeSee can help your agency meet Circular A -11 guidance for establishing customer experience frameworks.

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