

# TOUCHPOINTS

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



Feedback Analytics Program  
Data Analytics Portfolio  
Technology Transformation Service

Your questions and feedback are appreciated

# Questions

Contact [ryan.wold@gsa.gov](mailto:ryan.wold@gsa.gov)

# Feedback

Visit <https://touchpoints.app.cloud.gov/touchpoints/92b47c29/>



the goal:

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



**TOUCHPOINTS**

# What is Touchpoints?

- A web application provided as a **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
- A better way to manage data collections

Learn more at <https://touchpoints.digital.gov>



**TOUCHPOINTS**

# Who uses Touchpoints?

Federal agency staff seeking feedback online - internal or **public**.

- **Form Managers** Agency staff who manage Forms
- **Response Viewers** Agency staff who read and analyze response data
- **Website Managers** Agency staff who manage web properties
- **Service Managers** Agency staff responsible for a line of service or “service lane”
- **Data Collections Respondents** Agency staff responsible for submitting data collections
- **Public Users** Customers who have experienced a public service



**TOUCHPOINTS**

How Touchpoints is organized

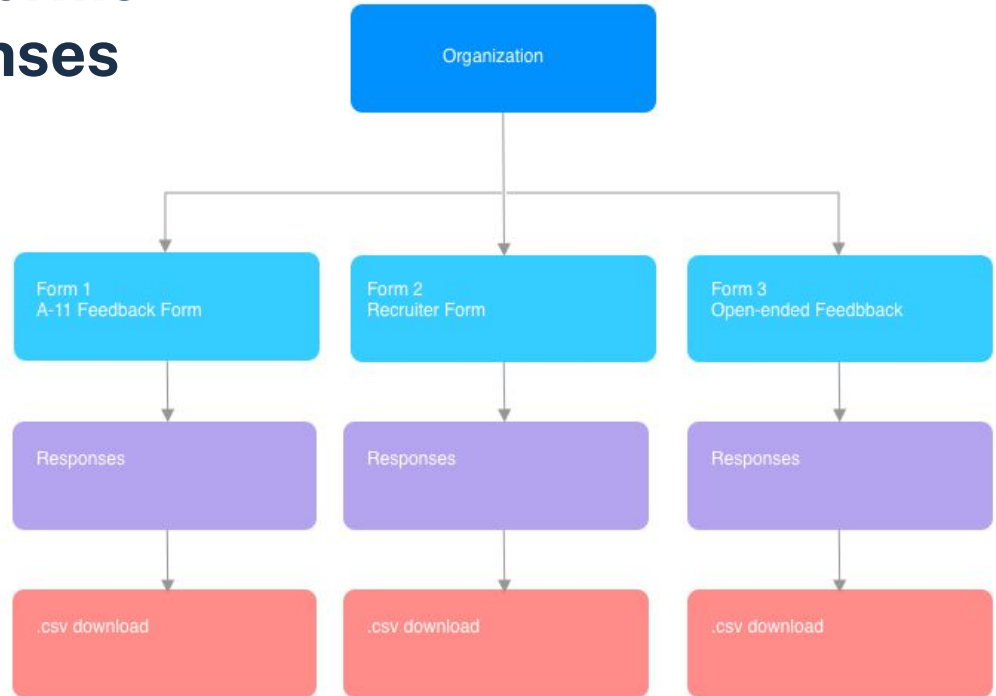
# Touchpoints Concepts

# Organizations have Forms

## Forms receive Responses

Each Federal Agency is an Organization.

Each Form is considered a “touchpoint” in a user’s experience.

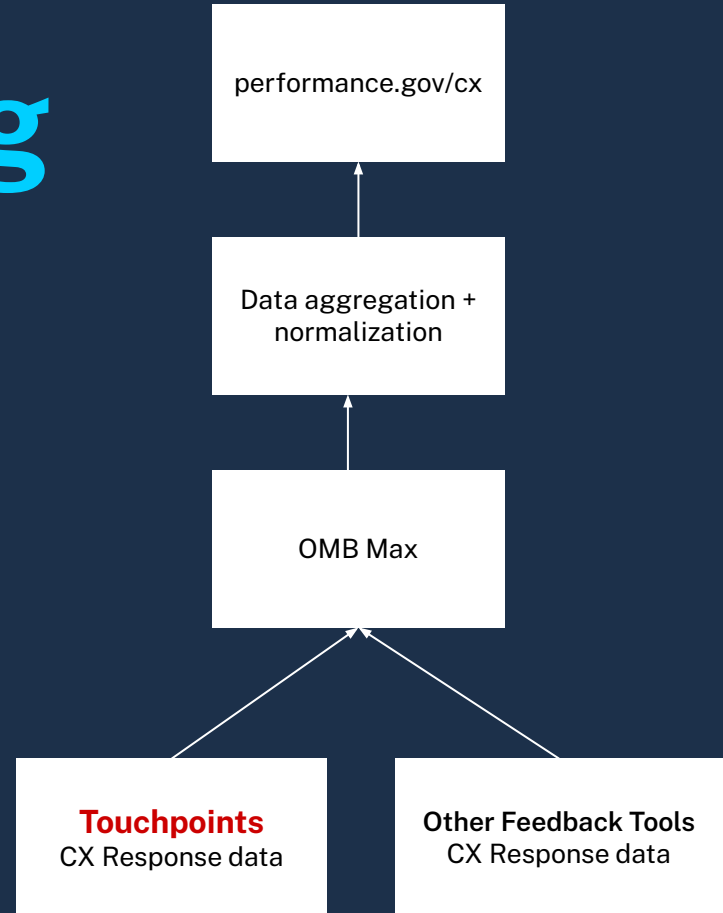


**TOUCHPOINTS**

# 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](#)





# 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
- json API
- CX CAP reports



## Unique Benefits

- No cost to federal agencies
- PRA-friendly Form Templates
- Reduce A-11 compliance burden
- Streamlined CX CAP reporting

The User Experience

# An overview of the Touchpoints product

Product information ▾



An official website of the United States government [Here's how you know](#)

### CX Service Definition Workshop Feedback

Thank you for attending the CX Service Definition Workshop. Please let us know how we can 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 and login

with



## Login to Touchpoints via Login.gov



**Touchpoints** is using login.gov to allow you to sign in to your account safely and securely.

Email address

ryan.wold@gsa.gov

Password

Show password

....

Sign In

Don't have an account? [Create an account](#)

[Sign in with your government employee ID](#)

[Back to Touchpoints](#)

[Forgot your password?](#)

[Security Practices and Privacy Act Statement](#)

for Organization Managers and Form Managers

# Creating and managing Forms

## Steps to create a Form and begin receiving Responses

1. Create a form
2. Customize the form
3. Publish the form PRA may be required
- 4. Receive responses**
5. Reporting: viewing and exporting responses



**TOUCHPOINTS**

# New Survey

[Back to My Surveys](#)

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.

## 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

Use a form template, an existing form, or start from scratch.



# Form Templates

Use a form template to quickly get started with feedback.

## **CX Feedback form**

Meets 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

For more details about PRA, visit <https://pra.digital.gov>

# Editing Questions for: Feedback form

[← Back to Surveys](#)

## Feedback form

Instructions:

Survey Instructions

Page 1

Name

ANSWER\_01

Email

ANSWER\_02

Response body

ANSWER\_03

# Customize form questions

# How does a public user experience a Touchpoint?

Select a “delivery method”

Either on the Touchpoints website, or embedded on your website

# Delivery Method = Hosted

## A user visits a Touchpoints URL directly.

Something like:

`https://touchpoints.app.cloud.gov/touchpoints/your-form-id`

**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

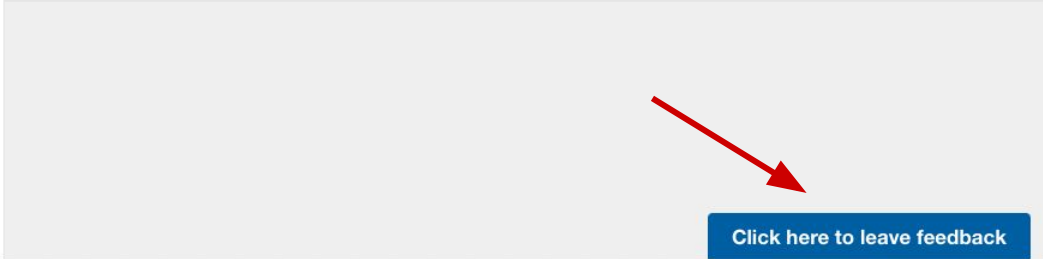
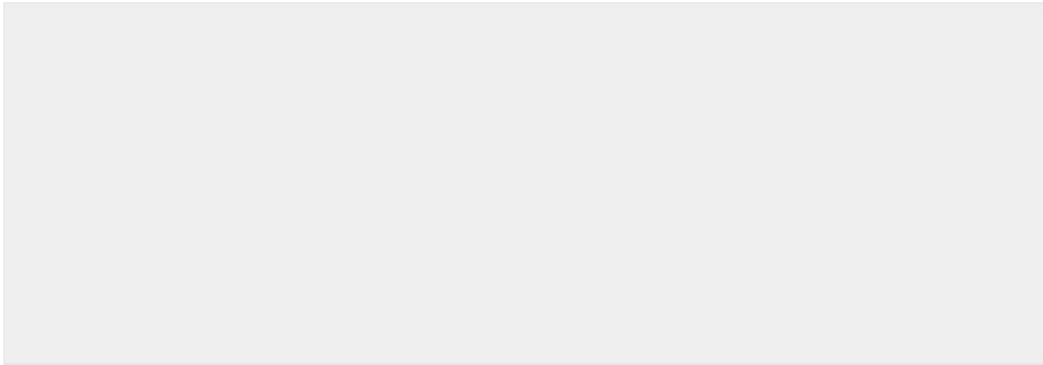
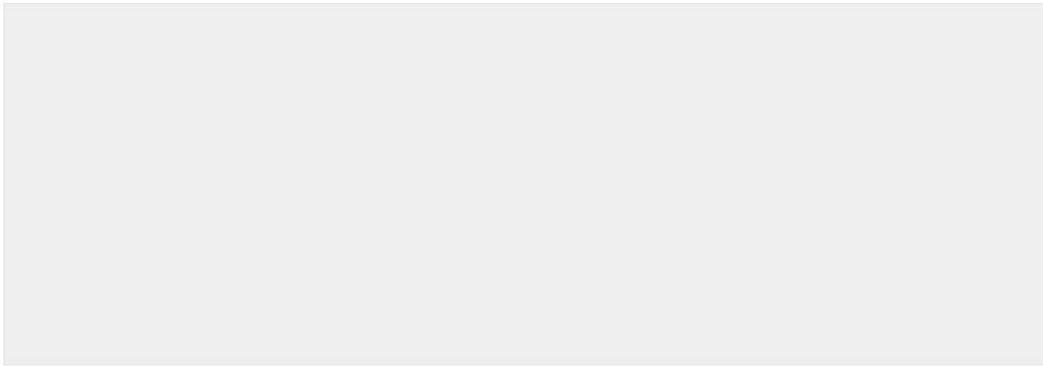
**Would you like to take two more minutes to answer more questions to help us improve our services?**

**Yes, keep going →**

**No, only submit these responses**

Delivery Method = Tab + Modal

**User clicks a tab button on a webpage and sees a form in a modal window.**



[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](#)



for .gov Webmasters

# Test the Form

(See the same thing your users will see)

# 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

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[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 Responses

# Viewing Results

## Submissions

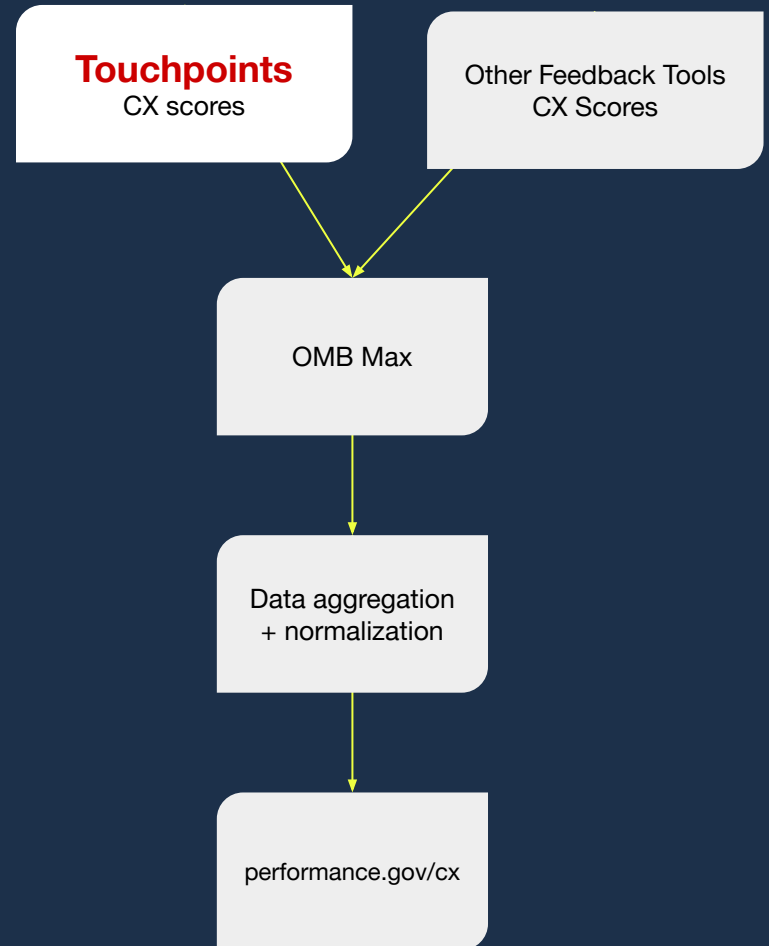
for Open-ended Feedback

Body	Location Code	IP Address	User Agent	Referrer	Pathname
Body text					
Another body text Another body text Another bod...					

[Export Submissions to CSV](#)

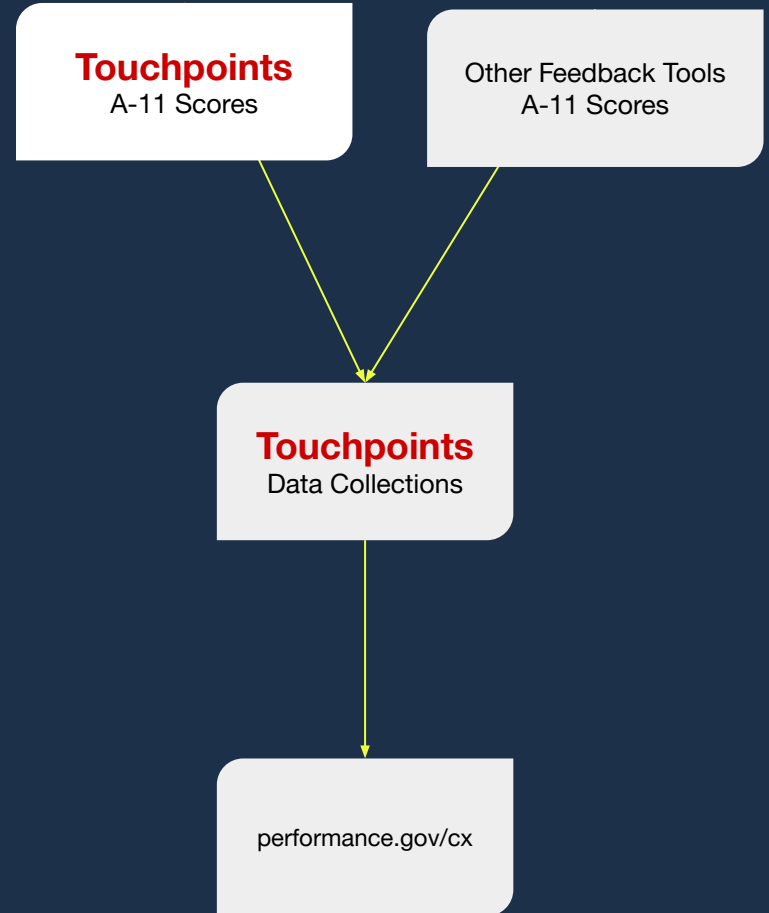
# Data Reporting

Leveraging customer experience data as a strategic asset



# CX Data Reporting

Leveraging  
customer experience data  
as a strategic asset



for .gov Webmasters

# Review



## Review: Tying it all together

- 1. Form Manager creates a form for feedback**
  - a. Form Manager includes a Touchpoint URL in an email, or
  - b. Web team 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

- Touchpoints <https://touchpoints.digital.gov>
- Touchpoints open source code <https://github.com/gsa/touchpoints>
- [OMB Circular A11, Section 280](#)
- Federal Register [Information Collection Request](#), “Improving Customer Experience”
- <https://www.performance.gov/cx/>
- Feedback Analytics Program <https://feedback.usa.gov>



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