TOUCHPOINTS

Making customer feedback and data collections easier for federal agencies.

What is Touchpoints?

- A web application provided as a **shared service** by the GSA,
  to support **customer feedback** and data collections
- Software that provides easy-to-use **customer feedback forms**
- A better way to manage **data collections**
- A tool to **engage customers** in program and product design & delivery

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

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Presentation outline

1. Users and needs
2. Touchpoints product features
   a. **Forms for CX (Customer Experience)**
   b. **Data Collections**
   c. **Digital Registry**
3. Feedback Analytics + Digital Analytics (DAP)
4. Product support

the goal:
**Use customer feedback data
to improve how services are delivered.**

Who uses Touchpoints?

Federal agency staff who support customer feedback – internally and with the public.

- **Form Managers** — Agency staff who manage Forms
- **Response Viewers** — Agency staff who read and analyze response data

- **Performance Managers** — Agency staff responsible for administering data collections
- **Data Collections Respondents** — Agency staff responsible for submitting data collections

- **Website Managers** — Agency staff who manage web properties
- **Service Managers** — Agency staff responsible for a line of service or "service lane"
- **U.S. Digital Registry Users** — Agency staff responsible for managing social media accounts

- **Public Users** — Customers who have experienced a public service

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Feedback forms

Why Touchpoints?

Standard Forms

- CX (OMB A-11, Section 280)
- Open-ended feedback
- Was this page helpful?
- 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 Quarterly reports

Unique Benefits

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

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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 kno[w] 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.GOV

Login to Touchpoints via Login.gov

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

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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.

Common forms for Customer Experience

Form Templates

Use a form template to quickly get started with feedback.

CX Feedback form

Supports A-11 Section 280 CX standardized reporting requirements. Can be fast tracked for PRA approval in about a week.

Open-ended feedback form

Solicit voluntary, qualitative feedback about a product or service.

Not subject to PRA

Recruiter form

Allow users to opt into user research opportunities for public services.

Not subject to PRA

Yes/no buttons

Gather page-level feedback with a simple "Was this page helpful?" form.

For more in about The Paperwork Reduction Act (PRA), visit https://pra.digital.gov.

Customize form questions

How does a public user experience a Touchpoint?

Select a "delivery method" for a form
Touchpoints website, or embedded on your website

On the Touchpoints website
or
On your website
- click a tab to open a modal
- click a custom button + modal
- embed for form inline

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 then 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

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

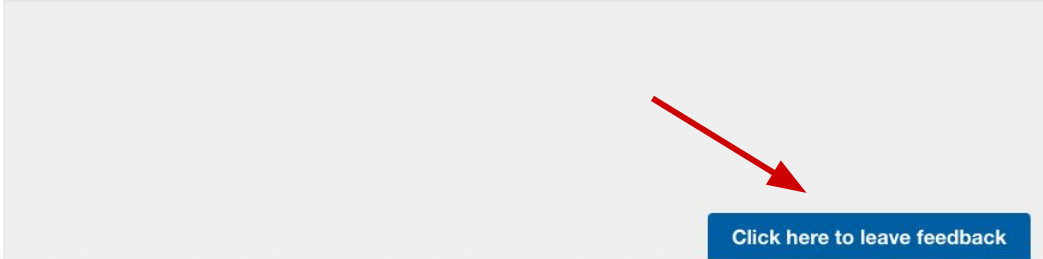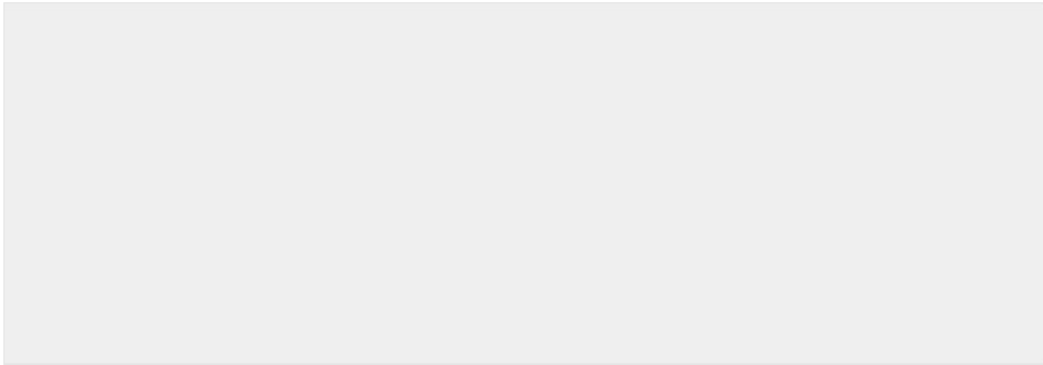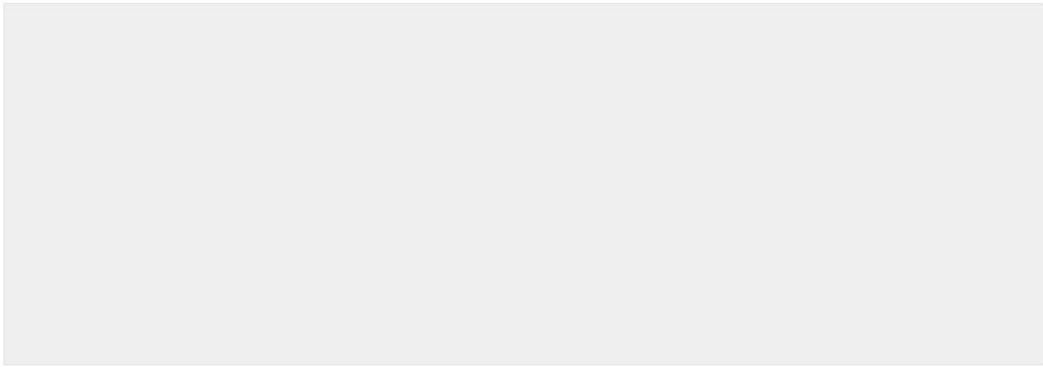John Hancock has lovely penmanship.

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]

Disclaimer Text Goes Here

Click here to leave feedback

Feedback Form

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

CX Data Reporting

Leveraging customer experience data as a strategic asset

GSA

Touchpoints
A-11 Scores

Other Feedback Tools
A-11 Scores

Touchpoints
Data Collections

performance.gov/cx
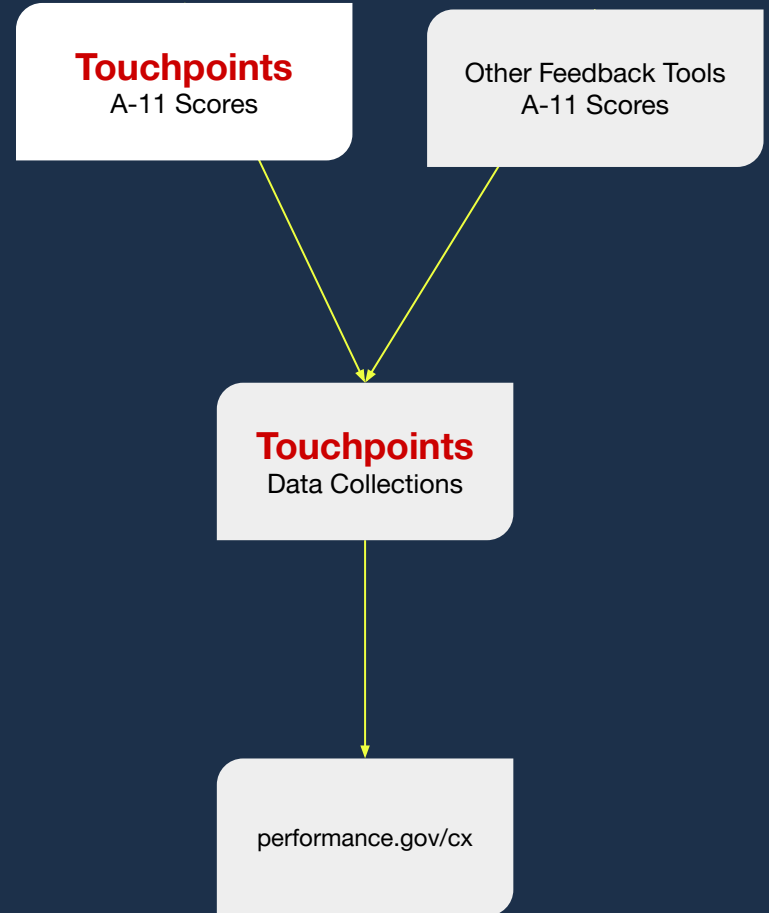
Review 🎓

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 Touchpoints form 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**

Data Collections

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Performance management

Goals, objectives, targets **Milestones**

Touchpoints currently supports 4 Data Collections.

- Quarterly CX Data Collections
- Bi-annual Cyber-security supply chain
- Annual Performance Goals
- Annual GSA Website Inventory

The data is used for:

- Performance.gov/cx
- Performance.gov/agencies
- Annual reporting and 21st Century IDEA compliance

Quarterly – every 3 months

CX Data Collection

Bi–annually – every 6 months

Cybersecurity Supply-chain (C-SCRM)

Annually – every 12 months

Performance Goal Reporting (APG)

Collection
CX Quarterly Reporting

Organization
Department of Commerce

Service Provider
United States Patent and Trademark Office

Service
Filing an initial application form for a trademark registration

Service provided
Trademark Electronic Search System (TESS)

Transaction point
https://tmsearch.uspto.gov/

Channel
computer

OMB Control Number
0690-0035

Federal Register URL
https://www.reginfo.gov/public/do/PRAICList?
ref_nbr=202007-0690-004

Volume of customers
161015

Customers provided a feedback opportunity
527466

Volume of respondents
1024

	Question text	1	2	3	4	5	Total	5-point scale
Satisfaction	I am satisfied with the search experience using TESS.	78	66	122	244	514	1024	4.03
Trust or Confidence	My interaction with TESS increased my trust in the USPTO.	74	53	202	198	488	1015	3.96
Effectiveness (Service)	I was able to do what I needed to do.	48	38	58	95	274	513	3.99
Ease (Process)	It was easy to complete what I needed to do.	79	91	122	206	522	1020	3.98
Efficiency (Process)	It took a reasonable amount of time to do what I needed to do.	95	70	125	198	534	1022	3.98
Transparency (Process)		0	0	0	0	0	0	NaN
Employee (People)		0	0	0	0	0	0	NaN
Question 8		0	0	0	0	0	0	NaN
Question 9		0	0	0	0	0	0	NaN
Question 10		0	0	0	0	0	0	NaN
Question 11		0	0	0	0	0	0	NaN
Totals							4594	

At https://www.**performance.gov**/agencies/doc/service-providers/doc-uspto/

CX Results for Q2 FY2023

On **performance.gov** ...

Description	U.S. Trademarks desktop website
Transaction point	www.uspto.gov
Channel	computer
People served	6170697
Surveys offered	443400
Responses	197

Description	U.S. Trademarks mobile website
Transaction point	Online survey
Channel	mobile
People served	1367567
Surveys offered	328848
Responses	68

Description	USPTO.gov account login
Transaction point	Login and customized customer dashboard
Channel	computer
People served	3818606
Surveys offered	911549
Responses	91

Agencies inventory their public-facing digital services

U.S. Digital Registry

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US Digital Registry

Websites

👁 **View Websites**

➕ **Add a Website**

☰ **Review Websites**

Mobile Products

👁 **View Mobile Products**

➕ **Add a Mobile Product**

☰ **Review Mobile Products**

Social Media Accounts

👁 **View Social Media Accounts**

➕ **Add a Social Media Account**

☰ **Review Social Media Accounts**

Terms of Service

Customer support

Built and maintained by TTS Solutions

A United States government application

Open source and in the public domain

Vulnerability disclosure policy

A website is a digital asset.
It should be managed like one.

Technical information

USWDS version
2.12.1
See latest version

Authentication tool
Login.gov

Has Search?
true

Backlog Tool

Trello

Repository url
https://github.com/GSA/touchpoints-site

Hosting platform
cloud.gov

Uses Digital Analytics Program (DAP)?
true

Customer feedback tool
Touchpoints

Uses tracking cookies

Sitemap url
https://touchpoints.digital.gov/sitemap.xml

Backlog url
https://trello.com/b/1MN1IYXF/feedback-product

Content management platform
Federalist

Analytics url

All websites have a lifecycle.

The Registry allows you to track the lifecycle of 1. the Website, and the 2. inventory record itself.

Publication status: published ⓘ

Created	Submitted	**Published**	Archived

Website lifecycle status: production ⓘ

In development	Staging	**Production**	Redirect	Decommissioned

Registry Search

https://touchpoints.app.cloud.gov/registry

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Sign in with Login.gov

U.S. Digital Registry

Verify the official status of social media accounts and mobile apps managed by U.S. government agencies, organizations, or programs.

Accounts are managed by federal agency staff. For customer service on accounts, please contact their programs directly.

For assistance with the Registry, email feedback-analytics@gsa.gov for support.

🔍 Search Social Media Accounts

Search by agency

All

Search by keywords

Service platform

All

Publish status

Published

Search

For Federal Agencies

Create and manage records

Manage an inventory of digital assets to certify ownership and help prevent misuse by unofficial sources.

For Developers

Use the API and improve the application

Access Registry data via the Touchpoints API, or visit the GitHub repository to provide feedback and contribute.

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Feedback Analytics Program
+
Digital Analytics Program (DAP)

Touchpoints form feedback
+
Page-level event analytics

Service Transactions *(year over year)*

Transactions per year
23.2m
July 2015 to June 2016

+1.46% Apr 2015 to Mar 2016

Total Cost
$931.2m
July 2015 to June 2016
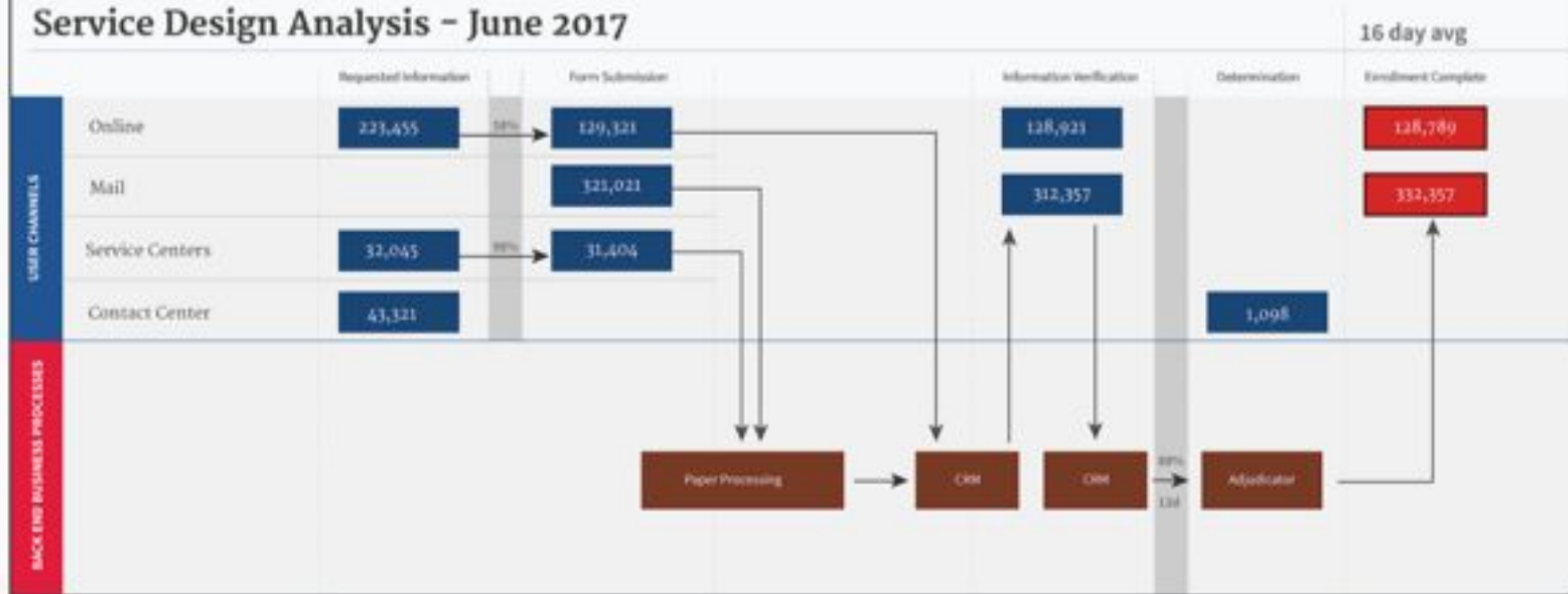
+1.16% Apr 2015 to Mar 2016

Cost per Transaction
$40.55
July 2015 to June 2016

-2.46% Apr 2015 to Mar 2016

Service Design Analysis – June 2017

16 day avg

	Requested Information		Form Submission		Information Verification	Determination	Enrollment Complete
Online	223,455	58%	129,321		128,921		128,789
Mail			321,021		312,357		332,357
Service Centers	32,045	98%	31,404				
Contact Center	43,321					1,098	

USER CHANNELS

BACK END BUSINESS PROCESSES

Paper Processing → CRM → CRM → 98% / 11d → Adjudicator

Additional Resources

- Touchpoints https://touchpoints.digital.gov
- Touchpoints open source code https://github.com/gsa/touchpoints
- OMB Circular A11, Section 280
- M-23-22 Delivering a Digital-First Public Experience
- Federal Register Information Collection Request, "Improving Customer Experience"
- https://www.performance.gov/cx/

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We appreciate your questions and feedback!

Questions
Contact feedback-analytics@gsa.gov

Provide feedback about Touchpoints … using Touchpoints
Visit https://touchpoints.app.cloud.gov/touchpoints/92b47c29

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