Website Intercept – CSAT Survey Invitation
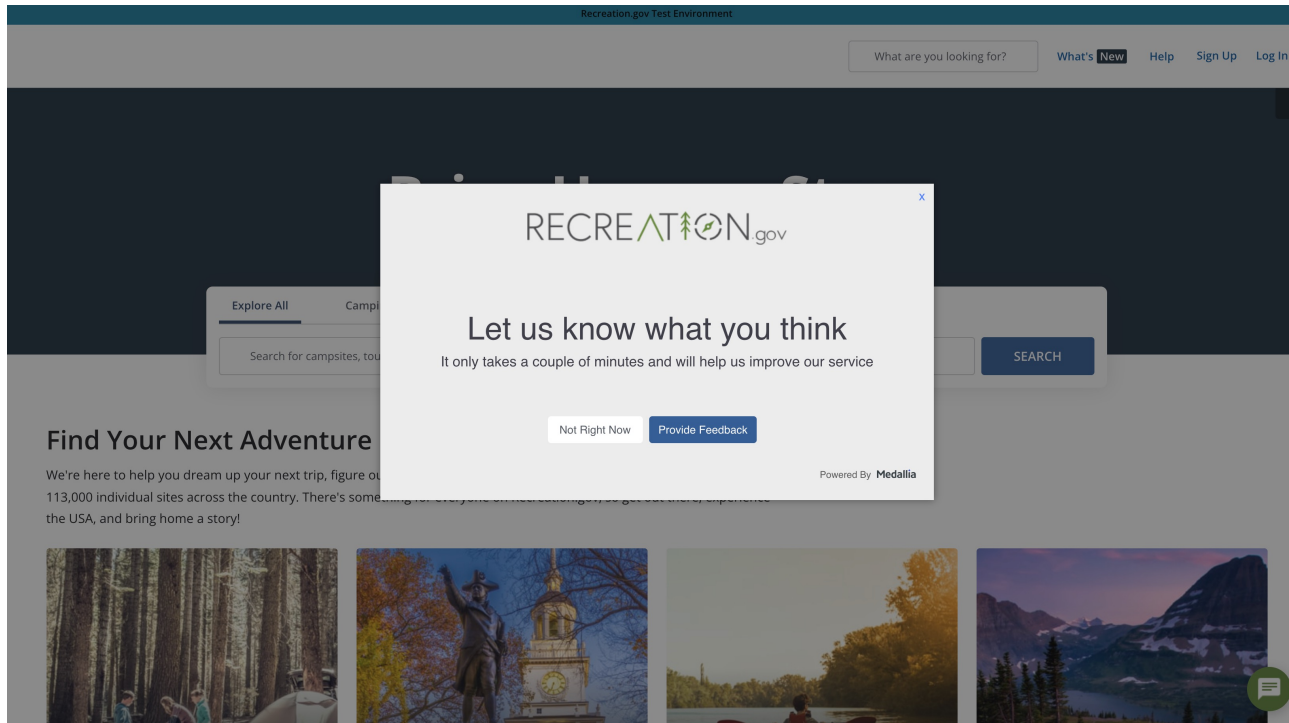

Preview Survey Here:
https://recreation.digital-cloud-gov.medallia.com/dig-preview/build/index.html?digitalHost=recreation.digital-cloud-gov.medallia.com&websiteId=15123&formId=338&propertyType=website

Note: Clicking this link will take you to a full-page view of the survey, not the pop-up modal dialog, as shown here.

CSAT Survey At a Glance

RECREATION.gov

We Value Your Feedback

Overall, how satisfied were you with your recent experience on Recreation.gov?*

☆ ☆ ☆ ☆ ☆

How likely are you to recommend Recreation.gov to a friend or colleague?*

0 1 2 3 4 5 6 7 8 9 10

My primary reason for visiting Recreation.gov today was to:*

Please Select Option ▾

What items were you interested in today?*

Please Select Option ▾

Did you accomplish your goal today?*

◯ Yes   ◯ No   ◯ Not yet done

Please indicate your level of agreement, based on today's visit to Recreation.gov, on a scale from 1-5, where 1=Strongly Disagree, and 5= Strongly Agree.

This interaction increased my confidence in Recreation.gov.*

1 2 3 4 5

I understood what was being asked of me throughout my visit to Recreation.gov.*

1 2 3 4 5

How often do you visit Recreation.gov?*

Please Select Option ▾

If Recreation.gov could improve one thing, what would that be?

OMB control number 503-0024

Expiration date: 4/30/2023

Burden Statement for Forms – Information Collection Requests- According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to

Change: single-page questionnaire instead of multi-page dialog.

Q1: Overall Satisfaction and Q2: Likelihood to Recommend (Net Promoter Score Question)

Change: moved satisfaction question (A-11 metric) to the first position

Reasoning: overall satisfaction is another beacon metric we can monitor, in addition to NPS. Placing it first may increase response rate.

Change: using a 1-5 star rating for satisfaction rating, instead of 1-5 scale, Strongly Disagree to Strongly Agree.

Reasoning: Restructuring this question may deliver more responses, as the 5 star rating scale is a familiar one, used other places on Recreation.gov (e.g. Ratings and Reviews, Knowledge Base ratings)

RECREATION.gov

We Value Your Feedback

Overall, how satisfied were you with your recent experience on Recreation.gov?*

★★★★☆

How likely are you to recommend Recreation.gov to a friend or colleague?*

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Q3A Reason for Visiting

My primary reason for visiting Recreation.gov today was to:
*

Please Select Option

My primary reason for visiting Recreation.gov today was to:
*

- ✓ Dream/Explore/Learn
- Reserve or purchase
- Enter a lottery
- Check on existing reservation
- Modify a reservation
- Cancel a reservation
- Post a rating/review
- Other...

Change: breaking our visitor intent question into 3 parts: what is the customer doing, which inventory are they engaging with, and (optional) which specific product?

Reasoning: product teams closely monitor their NPS, and the old combination categories made it difficult to monitor trends. We also suspect the old question format made it difficult for people to choose the right option, given how many people responded "Other."

Q3A Reason for Visiting – Other…

No Change to This Text-Entry Field

My primary reason for visiting Recreation.gov today was to:
*

Other…

Please specify your primary reason for visiting
Recreation.gov today? (Optional)

Q3B Item of Interest

What items were you interested in today?*

- ✓ Camping/Day Use
- Permits
- Activities/Tours
- Entrance Passes/Tickets
- Everything (I'm learning what's here)
- I don't know

Q3C Specific Item of Interest (Optional Follow-Up to 3B)

What items were you interested in today?*

Camping/Day Use ⌄

What specific type of Camping/Day Use?

| Tent camping |
| ✓ RV/trailer/motorhome camping |
| Backcountry camping |
| Cabin |
| Day use area (picnic area, shelter) |
| Not sure... |

What items were you interested in today?*

Permits ⌄

What specific type of Permit?

| ✓ Christmas tree permit |
| Backcountry / wilderness permit |
| River permit |
| Day use permit |
| ORV/ATV permit |
| Hunting permit |
| Not sure... |

Q3C Specific Item of Interest (Optional Follow-Up to 3B)

What items were you interested in today?*

| Activities/Tours | ⌄ |

What specific type of Activity/Tour?

✓ Tour ticket
Special event ticket / lottery
Activity pass
Not sure...

What items were you interested in today?*

| Entrance Passes/Tickets | ⌄ |

What specific type of Entrance Pass/Ticket?

✓ Timed entry tickets
Site pass
Interagency pass
Not sure...

Q4: A-11 Metric: Success

Change: for "success" question (A-11 metric), we change from Strongly Agree / Strongly Disagree with "I was successful" to a more direct question, "Did you accomplish your goal?"

Did you accomplish your goal today?*

(•) Yes   ( ) No   ( ) Not yet done

Reasoning: Yes, No, Not Yet Done options allow us to apply conditional display/skip logic for the questions that follow, and this reduces the overall burden on the respondent.

Q4 and Q5 through Q8 (A-11 Metrics) When Q4 = "Yes"

Change: Instead of adding Strongly Agree / Neutral / Strongly Disagree as anchor points on the rating scale itself, we explained the scale in the instructions preceding this set of questions.

Reasoning: Medallia does not have an out-of-the-box option to include anchor labels to the 5 point rating scale.

Did you accomplish your goal today?*

(●) Yes   ( ) No   ( ) Not yet done

Please indicate your level of agreement, based on today's visit to Recreation.gov, on a scale from 1-5, where 1=Strongly Disagree, and 5= Strongly Agree.

This interaction increased my confidence in Recreation.gov.
*

1 2 3 4 5

It was easy to accomplish my goal.*

1 2 3 4 5

It took a reasonable amount of time to accomplish my goal.
*

1 2 3 4 5

I understood what was being asked of me throughout my visit to Recreation.gov.*

1 2 3 4 5

Blank Version of A-11 Metrics After "Yes" Response

Did you accomplish your goal today?*

(●) Yes   ( ) No   ( ) Not yet done

Please indicate your level of agreement, based on today's visit to Recreation.gov, on a scale from 1-5, where 1=Strongly Disagree, and 5= Strongly Agree.

This interaction increased my confidence in Recreation.gov.
*

1 2 3 4 5

It was easy to accomplish my goal.*

1 2 3 4 5

It took a reasonable amount of time to accomplish my goal.
*

1 2 3 4 5

I understood what was being asked of me throughout my visit to Recreation.gov.*

1 2 3 4 5

Completed Version After "Yes" Response

Q5 and Q8 (A-11 Metrics) When Q4 = "Not Yet Done"

Did you accomplish your goal today?*

○ Yes ○ No ● Not yet done

Please indicate your level of agreement, based on today's visit to Recreation.gov, on a scale from 1-5, where 1=Strongly Disagree, and 5= Strongly Agree.

This interaction increased my confidence in Recreation.gov.*

1 2 3 4 5

I understood what was being asked of me throughout my visit to Recreation.gov.*

1 2 3 4 5

Change: if the respondent says they are "not yet done," we don't ask follow-ups on "ease of use" or "difficulty" in completing their goal.

Reasoning: Reduces the burden on the respondent by hiding questions that don't apply.

Hide Q6 and Q7 (A-11 Metrics) When Q4 = "No"

Did you accomplish your goal today?*

◯ Yes ● No ◯ Not yet done

I was unable to accomplish my goal because...*

Please Select Option ▾

Please indicate your level of agreement, based on today's visit to Recreation.gov, on a scale from 1-5, where 1=Strongly Disagree, and 5= Strongly Agree.

This interaction increased my confidence in Recreation.gov.*

① ② ③ ④ ⑤

I understood what was being asked of me throughout my visit to Recreation.gov.*

① ② ③ ④ ⑤

Blank Version of A-11 Metrics After "No" Response

Did you accomplish your goal today?*

◯ Yes ● No ◯ Not yet done

I was unable to accomplish my goal because...*

Technical issues ▾

Please indicate your level of agreement, based on today's visit to Recreation.gov, on a scale from 1-5, where 1=Strongly Disagree, and 5= Strongly Agree.

This interaction increased my confidence in Recreation.gov.*

① ② ③ ④ ⑤

I understood what was being asked of me throughout my visit to Recreation.gov.*

① ② ③ ④ ⑤

Completed Version After "No" Response

Change: If the respondent says "no" they did not succeed, we don't ask follow-ups on "ease of use" (Q6) or "difficulty" (Q7) in completing their goal.

Reasoning: Reduces the burden on the respondent by hiding questions that don't apply.

Q4B: Follow Up if Q4 = "No"

Did you accomplish your goal today?*

○ Yes ● No ○ Not yet done

I was unable to accomplish my goal because...*

✓ Item(s) sold out
Item(s) not yet reservable
Technical issues
Difficulty finding information I needed
Trouble checking out
Trouble logging in or creating an account
Other...

*

Change: divided response option "Item unavailable / not reservable" into 2 parts: "Item(s) sold out" and "Item(s) not yet reservable".

Removed "Maps" and "Photos" as reasons for failure as these options are very rarely selected.

Reasoning: Allow us to monitor "lack of availability" as a separate driver.

Q4C: Follow Up if Q4 = "No" and Q4B = "Other…"

No Change to This Text-Entry Field

Did you accomplish your goal today?*

○ Yes ● No ○ Not yet done

I was unable to accomplish my goal because…*

| Other… | ⌄ |

Please specify (Optional)

Q9: Visit Cadence

No Change to This
Question or
Response Options

How often do you visit Recreation.gov?*

✓ This is my first visit
Every few months of less often
Monthly
Weekly
Several times a week

t

Q10: Open-Ended Comment

No Change to This Text-Entry Field

If Recreation.gov could improve one thing, what would that be?

OMB Control Number, Expiration Date, and Burden Statement at the end of the survey

Note: the full burden statement is in a scrollable window

OMB control number 503-0024

Expiration date: 4/30/2023

Burden Statement for Forms – Information Collection Requests- According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to

Close   Submit

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OMB control number 503-0024

Expiration date: 4/30/2023

derived from any public assistance program. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means of communication of program information (Braille, large print,

Close   Submit

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Change: OMB control number moved from header to footer. Burden statement moved from "thank you" page to footer.

Thank You