

ForeSee CVA Benchmarks

ForeSee CXA Benchmarks

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Online Transparency Benchmarking Report

U.S. NRC Satisfaction Survey V2

July 01, 2015 - July 31, 2015

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FAQ and Methodology

Why benchmark my site's performance?

Benchmarking provides a powerful context for your customer satisfaction score. With this report, you are able to compare your website's performance to numerous categories.

The competitive environment impacts your visitors' expectations. Perceptions of your site are affected not only by your industry peer group, but by all types of sites that your visitors may visit throughout their day.

ForeSee is the only company that has the breadth of competitive benchmarking allowing you to pinpoint your position within the web satisfaction landscape.

How are ForeSee benchmarks created?

ForeSee currently has over 500 active surveys across a wide range of site functions, sectors, and industries. Every month, customer satisfaction is calculated and aggregated using a minimum of 5 sites to create each benchmark category. We never disclose individual customer data.

What type of information is provided in this report?

The first tab in this report provides a tabular view of your score (in the blue box in the upper left corner), the ForeSee Website Satisfaction Index, and numerous other ForeSee benchmark scores. Subsequent tabs provide bar charts that compare your score to numerous sets of benchmark scores. Minimum, average, and maximum scores are displayed for each benchmark category.

How do I use benchmarking information in this report most efficiently?

First, monitor your site's performance on high-impact Elements identified by your Satisfaction Research Analyst. Your most important benchmark is your site's performance against the aggregate and over time. Continuous measurement provides key information for improving your site visitors' satisfaction and, ultimately, your bottom-line-related future behaviors.

Second, look at your ranking within your industry peer group to make sure that you are keeping up with your immediate competitors. Use the benchmark data to help secure support in your organization for making improvements that will be highlighted in your site's online satisfaction data (accessible through the ForeSee Portal) and Satisfaction Insight Reviews.

Third, assess your site's score within the entire landscape of the web satisfaction to see how you compare to the best performing websites. There may be lessons that can be learned from particularly high-scoring categories.



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Benchmark Category Definitions

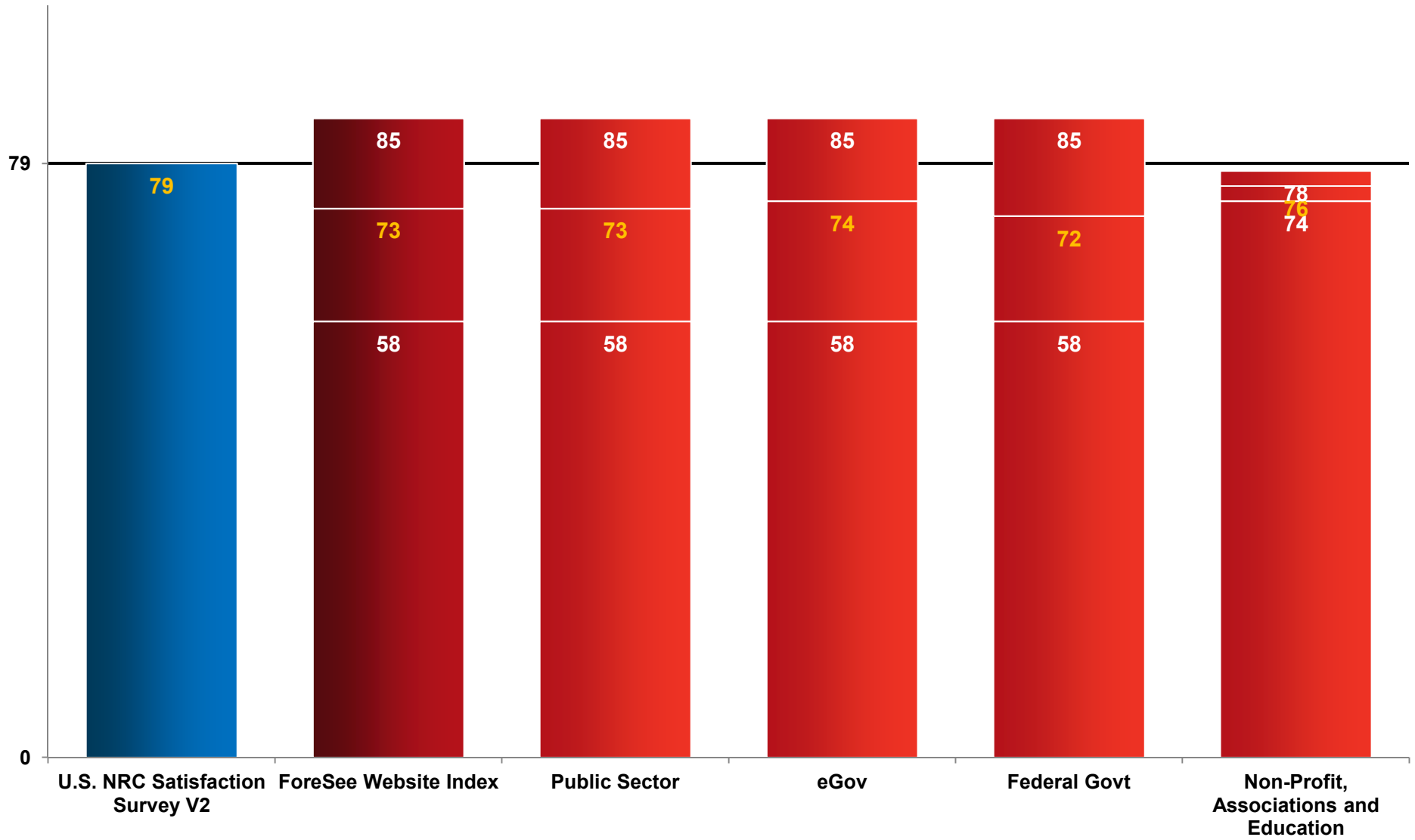
Benchmark categories provide comparative aggregate customer satisfaction scores of ForeSee clients' websites. Clients' websites are placed in categories that are appropriate to their industry, type of survey and website purpose.

Category	Definition
ForeSee Website Index	ForeSee clients with any type of website survey.
Public Sector	Included in this category are websites of public sector entities (government operated to provide services to the public). Also included in this category are non-profits, educational institutions and associations.
eGov	Websites of the U.S. Federal Government that elect to participate in the ForeSee E-Gov Index.
Federal Govt	Included in this benchmark are websites of the U.S. Federal Government.
Non-Profit, Associations and Education	Websites of non-profit organizations (such as charities or foundations), associations, and educational organizations and institutions.
Agencies with Statistical Resources	Websites which, as part of their content, collect and provide access to statistical information.
Health Care	The primary purpose of the website is to provide health care information.
Informational	The primary purpose of the website is to provide and disseminate information.
Portal	The main website of federal government departments, independent agencies, or a website that brings together information from diverse sources in a unified way.
Regulatory	Websites of agencies that provide governmental rules and regulations.
Executive Branch	Websites of the U.S. Federal Government Executive Branch.
Executive Branch Departments	Websites of Executive Agencies within the US Federal Government Executive Branch (does not include the EOP).
Independent Agencies	Websites of independent government agencies and other establishments.
DOT (Transportation)	Websites of the U.S. Department of Transportation.
HHS	Websites of the U.S. Department of Health and Human Services.
Non-Profit	Websites of non-profit organizations, such as charities or foundations.



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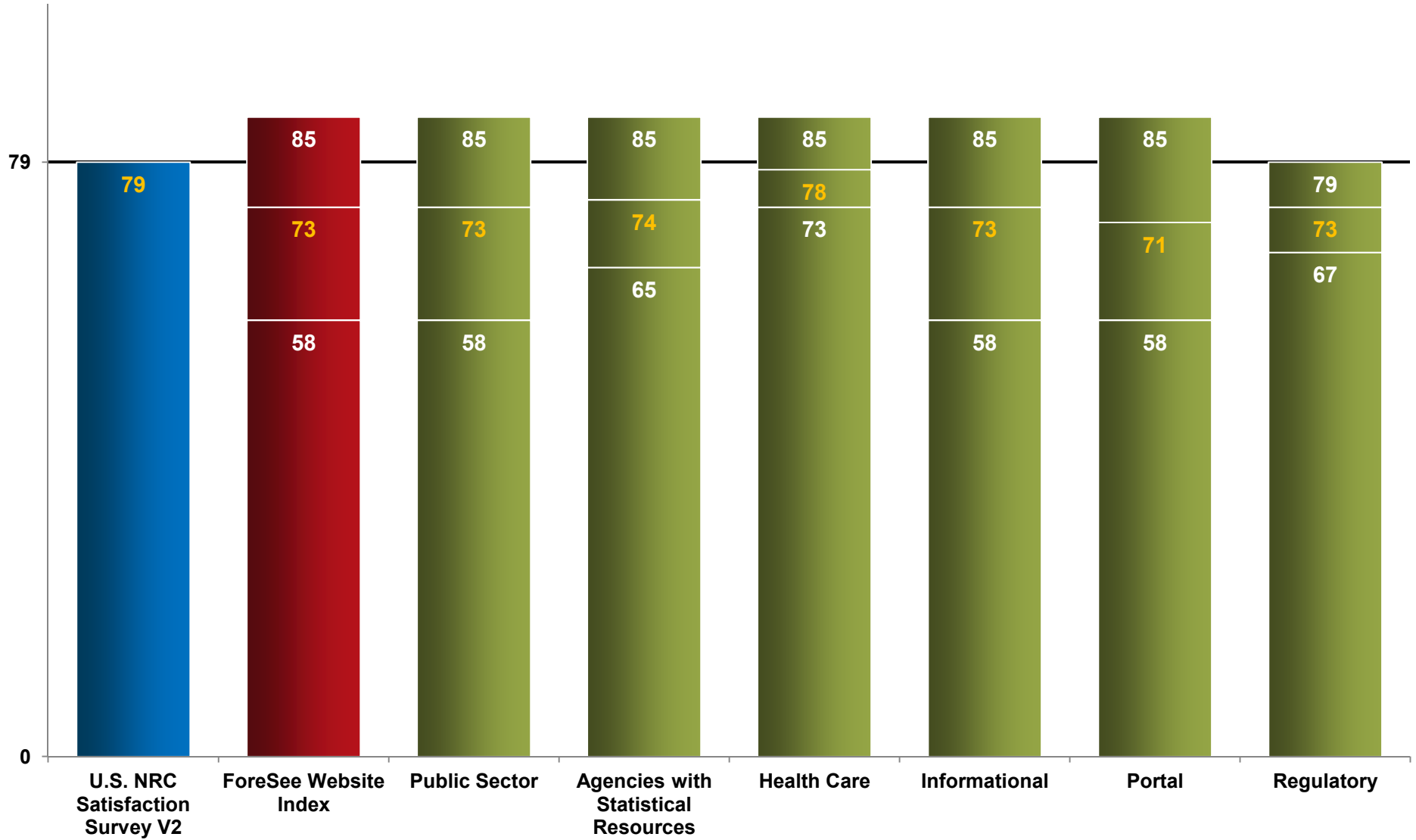
Maximum
Average
Minimum
Benchmark





Public Sector Benchmarks by Site Type or Function
U.S. NRC Satisfaction Survey V2
July 01, 2015 - July 31, 2015

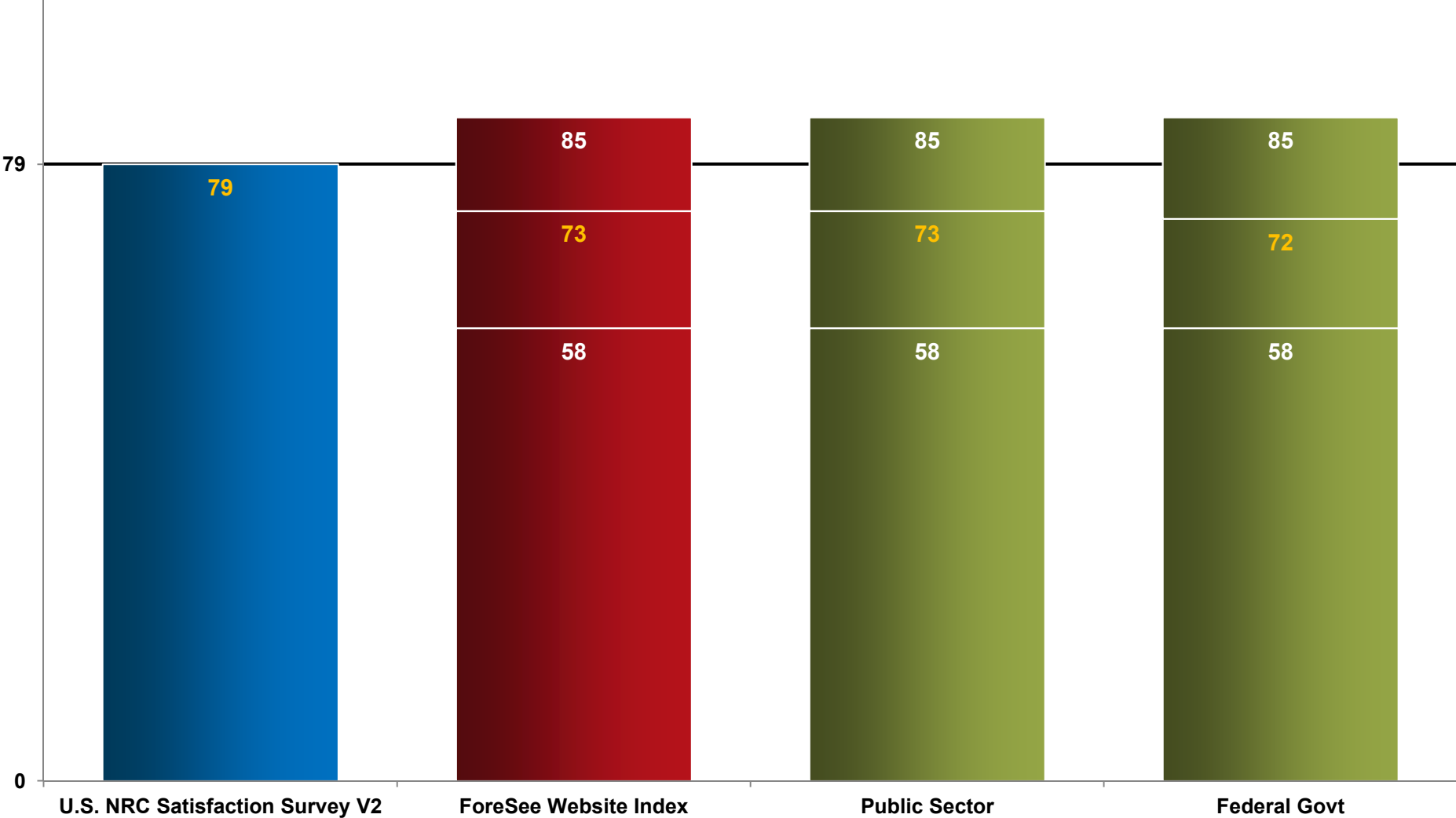
Maximum
Average
Minimum
Benchmark





Public Sector Benchmarks by Category
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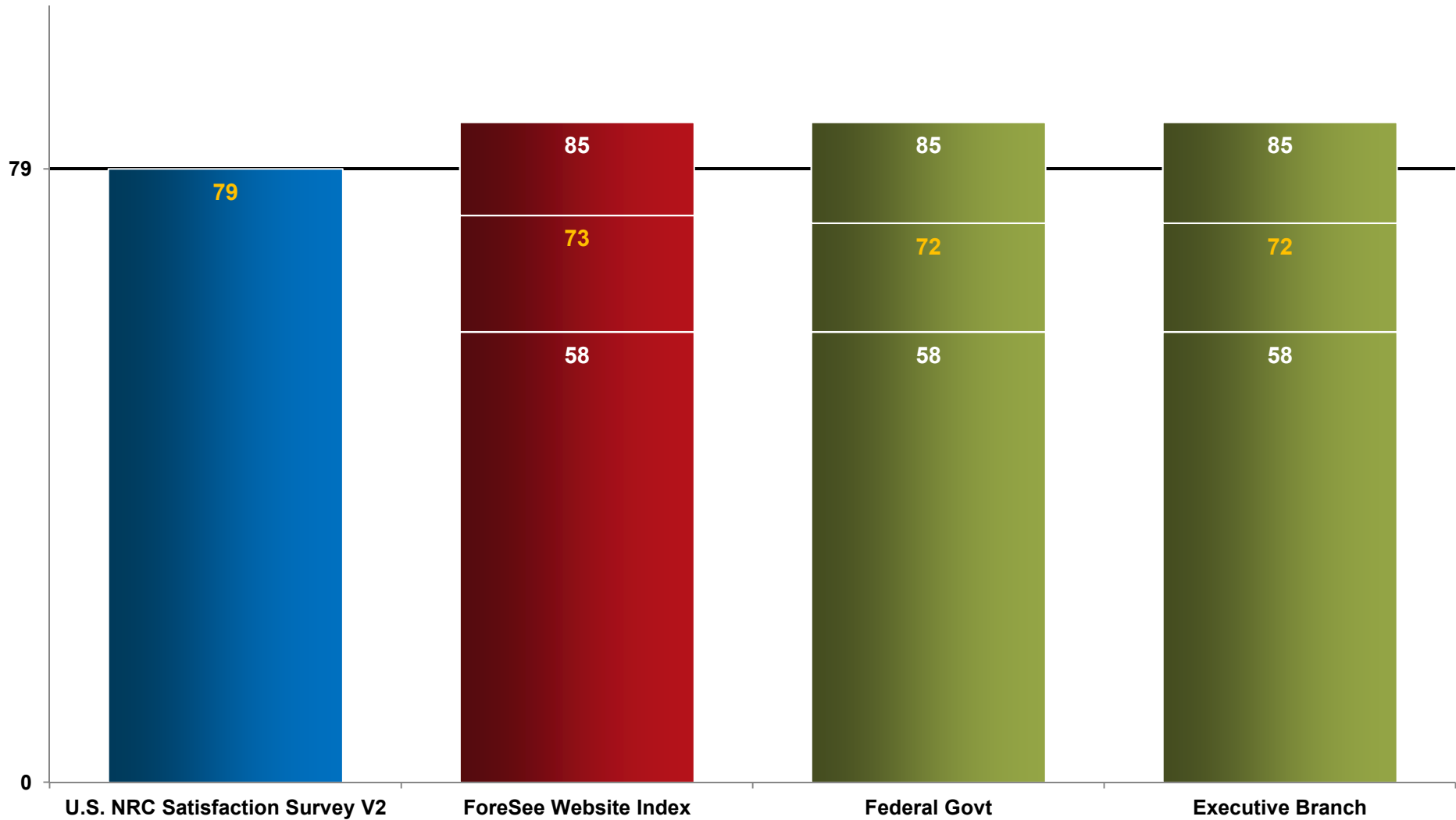
Maximum
Average
Minimum
Benchmark





Federal Govt Benchmarks by Branch
U.S. NRC Satisfaction Survey V2
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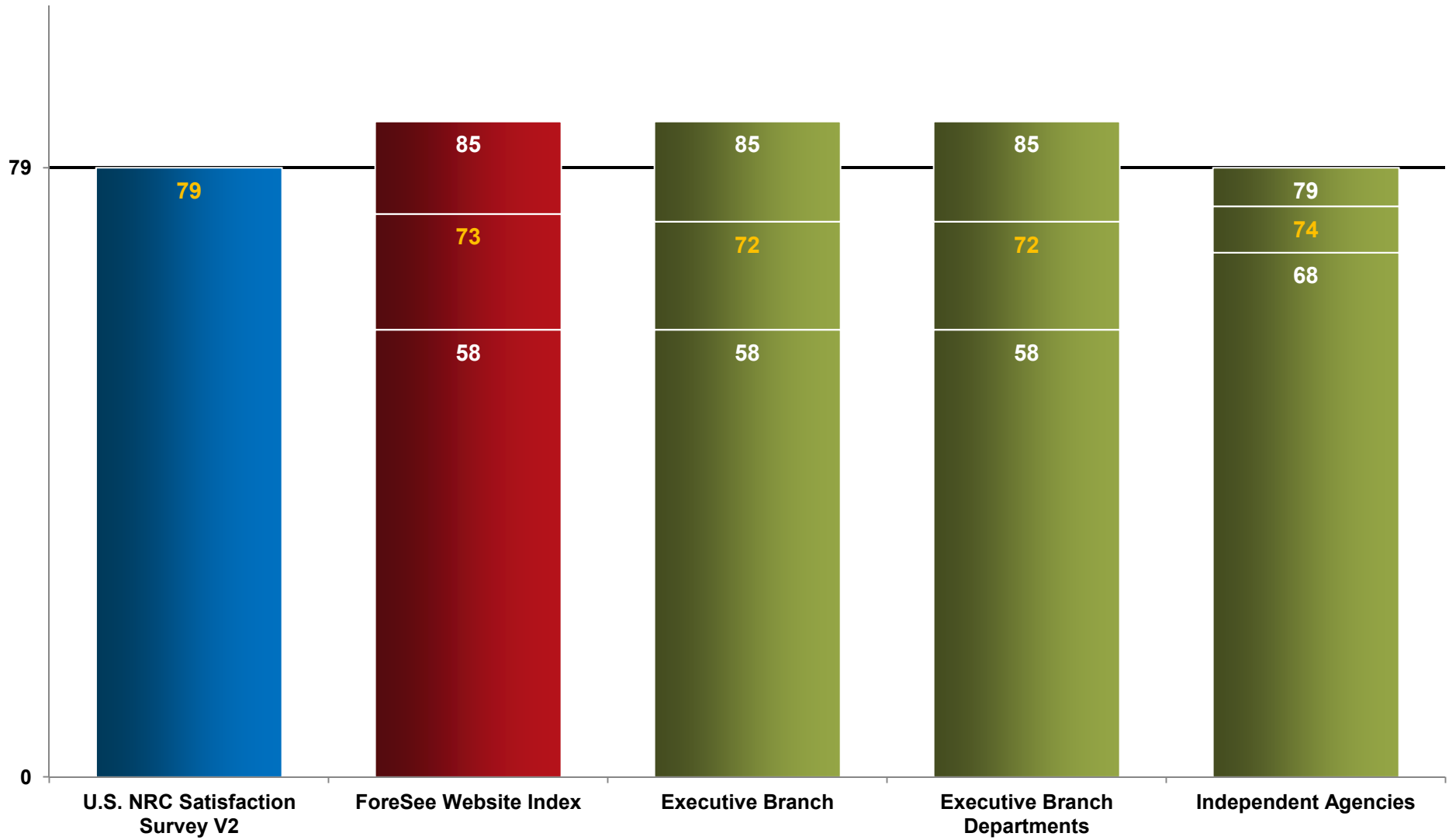
Maximum
Average
Minimum
Benchmark





Executive Branch Benchmarks
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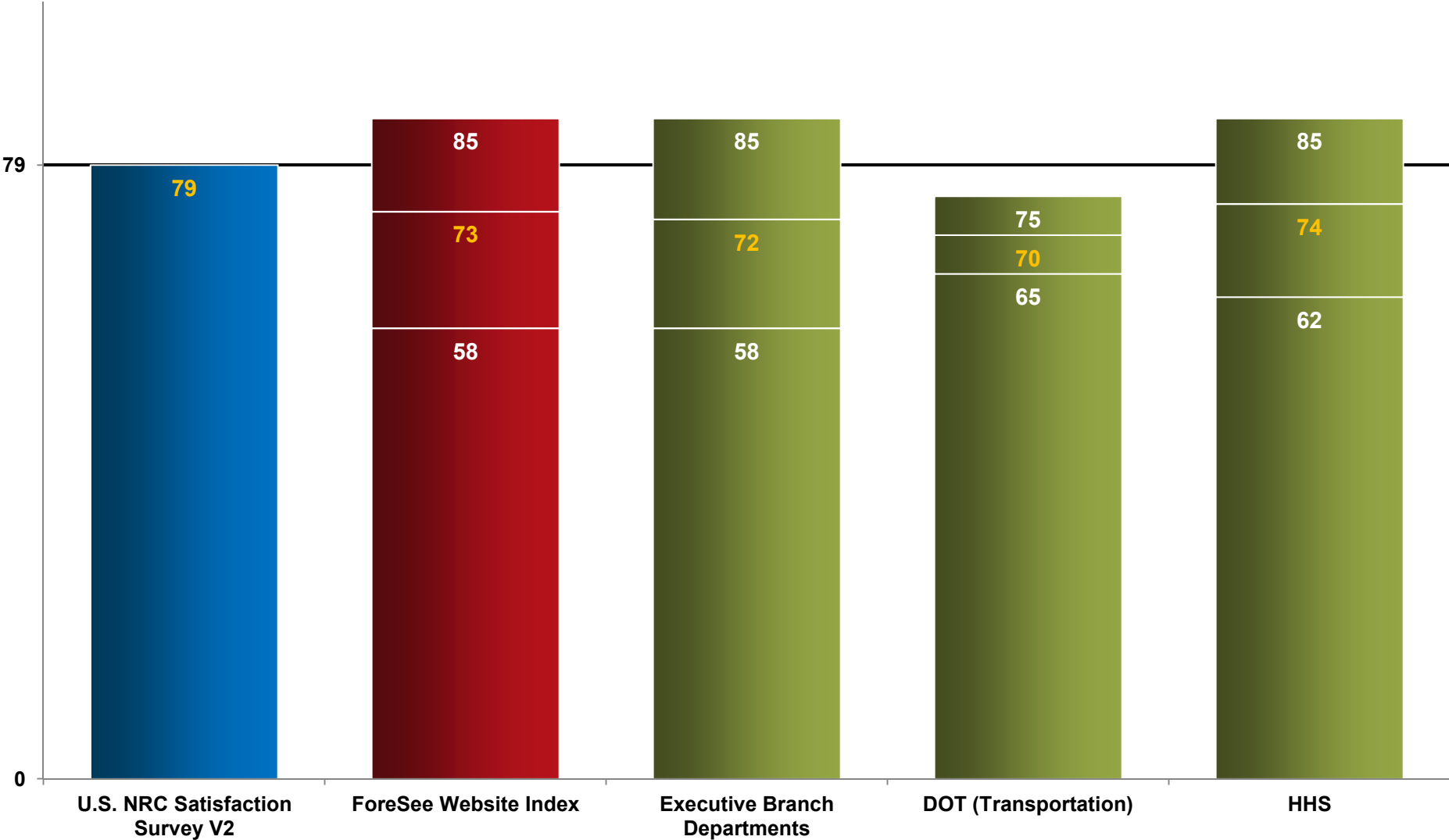
Maximum
Average
Minimum
Benchmark





Executive Branch Departments Benchmarks by Department
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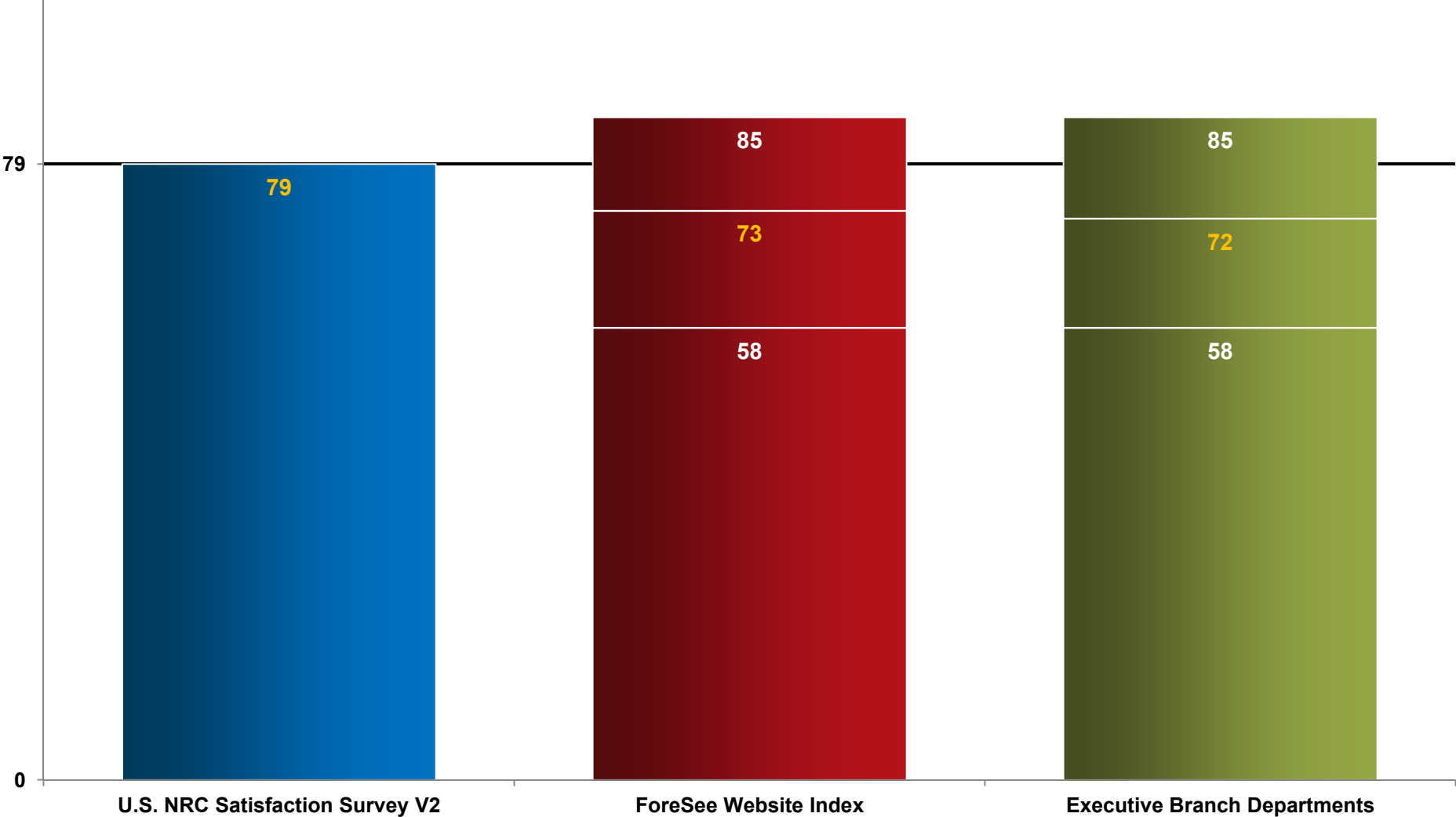
Maximum
Average
Minimum
Benchmark





Executive Branch Departments Benchmarks by Specific Agency
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Maximum
Average
Minimum
Benchmark





Non-Profit, Associations and Education Benchmarks
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Maximum
Average
Minimum
Benchmark

