AMERICAN CUSTOMER SATISFACTION INDEX

E-GOVERNMENT SATISFACTION INDEX

JUNE 19, 2007

Commentary and Analysis by Larry Freed
President and CEO, ForeSee Results

TRANSACTIONAL SITES OUTPERFORM AVERAGE AS CITIZEN SATISFACTION RISES SLIGHTLY

Citizens are slightly more satisfied with federal government websites this quarter than last, according to the second quarter 2007 release of the American Customer Satisfaction Index (ACSI) E-Government Satisfaction Index. After declining slightly last quarter, the aggregate citizen satisfaction score for sites in the index was up .4% to 73.7, matching the score for fourth quarter 2006.

It's too soon to tell if this quarterly score increase is the start of an upward trend or a continuation of the relatively flat citizen satisfaction that government websites have been experiencing since third quarter 2005. For the past eight quarters, the aggregate score has remained between 73.5 and 74. Regardless, there is some definite good news this quarter: 36% of sites measured both this quarter and last have higher scores in Q2 2007. Additionally, fewer sites saw quarter-over-quarter declines: 37% from Q1 to Q2 2007 compared to 49% from Q4 2006 to Q1 2007.

This quarter, the good news comes from the transactional/e-commerce category of sites, an evolving area for the government. On aggregate, the customer satisfaction score for sites that offer transactional or commerce capabilities rose 3.5% from last quarter. Increased satisfaction reflects advances in e-government as both the adoption and prevalence of transactional capabilities grows.

Government websites, like those in the private sector, started out as "brochure-ware." Departments and agencies took a very static approach to providing information and basically told the public what they thought they needed to know. Over time, both the Internet and the government's web initiatives have matured greatly as government has strived to keep up with rising consumer expectations set in the private sector. Today, citizens not only receive information from the government, but they can also interact with the government online. Rather than wait in line in an office, call a government representative or even send an email, citizens can increasingly accomplish desired tasks and transactions online.

USA.gov, the portal to the U.S. government, lists 150+ transactions that can be completed online, ranging from registering for the Do Not Call registry to reporting environmental violations online to buying stamps via the web. Bev Godwin, Director, USA.gov and Web Best Practices, Federal Citizen Information Center, Office of Citizen Services, U.S. General Services Administration predicts that this number will only increase. "Self-service to complete tasks is a growing trend across industries. The public is used to self-service in everything from banking to grocery shopping, and interacting with the government is no exception," said Godwin. "We recognize that time-crunched Americans want to complete the tasks they have with the government when and where it's convenient for them, and the government is making great strides toward addressing this need by focusing on the top tasks of our web visitors."

The ACSI divides the 83 sites in this quarter's E-Government Satisfaction Index into four categories: portals/department main sites, information/news sites, career/recruitment sites and

e-commerce/transactional sites. For the first time this quarter, the e-commerce/transactional category (which contains sites or sections of sites that offer the ability for citizens to conduct transactions or buy online) has the highest category score in the Index: 76.8, up 3.5% from last quarter, and almost three points above the aggregate e-gov satisfaction score.

There are now 12 sites in this category, up from 10 in second quarter 2006 and seven in 2005. Increased participation by e-commerce/transactional sites mirrors increased adoption of these services by government overall.

In addition to analyzing citizen satisfaction with the 83 sites in the Index by four functional categories, we also once again looked at three structural categories: department-level, agency-level and program sites.

Note: All scores published in this report are 90-day average satisfaction scores from data gathered from February 6 – May 5, 2007.

THE ACSI METHODOLOGY

The ACSI E-Government Satisfaction Index is a special quarterly report of the ACSI, which is produced by the University of Michigan in partnership with the American Society for Quality (ASQ), ForeSee Results and the CFI Group. The ACSI is a cross-industry measure of offline customer satisfaction that measures the performance of approximately 200 private sector companies, as well as many government agencies. ForeSee Results collects and analyzes the data for the e-government websites included in the report.

ACSI e-government scores were calculated based on data gathered from voluntary online surveys of randomly selected site visitors. Each government website was rated by its visitors on various components of overall satisfaction. The ratings were converted to a score on a 100-point scale using the ACSI methodology.

The ACSI methodology identifies key drivers of satisfaction and quantifies their relationship to overall customer satisfaction. Going further, this cause-and-effect methodology predicts how customers will behave in the future and demonstrates the impact of website enhancements on customer satisfaction, customer behavior and ultimately, the bottom line.

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COMPARISONS TO OTHER ACSI SCORES

The chart below compares quarter-over-quarter e-government scores to the quarterly ACSI cross-industry index aggregate score. Both show quarter-over-quarter increases of .4%.

Comparison of ACSI Aggregate and E-Government Scores	Q1 2007	Q2 2007	Quarter-over-Quarter Change
ACSI E-Government Aggregate	73.4	73.7	.4%
	Q4 2006	Q1 2007	Quarter-over-Quarter Change
ACSI Aggregate (Cross-industry, offline and online)	74.9	75.2	.4%

Note that the comparison period for the cross-industry ACSI score is different because the scores are published later than the e-government scores.

Citizens' perceptions of the government sites they visit are shaped by their experiences at other private and public sector sites. Therefore, a comparison to comparable private sector industries is meaningful. The chart below shows that the aggregate score for e-government satisfaction continues to trail the most recent scores for e-commerce (online retail, travel, auction and brokerage) and e-business (news/information sites, search engines and portals) by a significant margin.

| Comparison of ACSI E-Government and Online Private Sector Scores	Aggregate Score
e-Government Q2 2007	73.7
e-Business Q2 2006	76.5
e-Commerce Q4 2006	80

E-GOVERNMENT SATISFACTION OVER TIME

The chart below shows the trend in citizen satisfaction with government websites from 3rd quarter 2003 through 2nd quarter 2007.

Quarterly E-Gov Satisfaction Scores Over Time
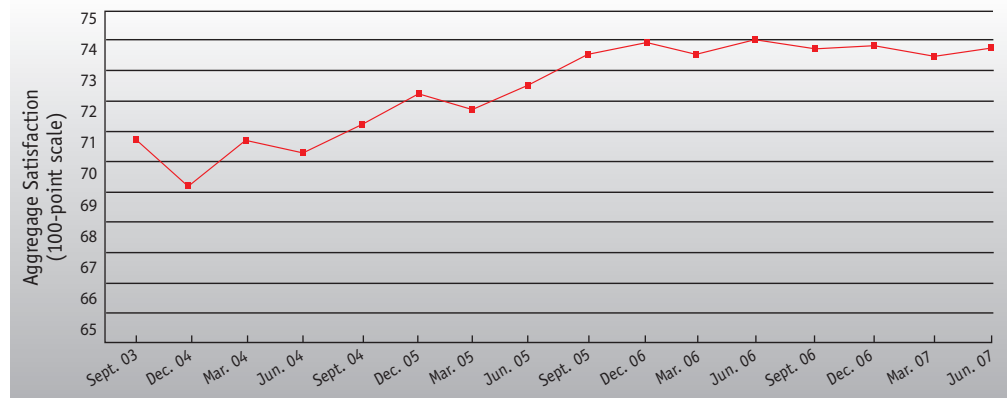
SEARCH REMAINS TOP PRIORITY FOR IMPROVEMENT

Citizen satisfaction is determined by the American Customer Satisfaction Index (ACSI) methodology through an equation that takes into account satisfaction with different elements of the website experience.

This quarter continues a trend first noted in the third quarter of 2006: search is growing over time as a priority as an area for improvement, although the increase this quarter was slight. In second quarter 2007, search was a top priority for improvement for 89% of measured sites, meaning that improving search would have the greatest impact on satisfaction and on citizens' likelihood to return to the site, recommend it and use it as a primary resource. Government sites seem to recognize that search is an issue, judging by the number of conference sessions and articles on the topic. However, like the private sector, many government sites still struggle to make the realms of information they host readily accessible to citizens.

Navigation and site performance are increasing as areas of opportunity for improvement. This quarter, navigation was cited by 43% of sites as a top priority, up from 39% last quarter while site performance was up significantly from 14% to 21% in second quarter 2007. As compared to last quarter, functionality and look and feel have dropped in priority from last quarter, showing that sites have made improvements or have found other ways to better satisfy the public in these key areas.

SOCIAL SECURITY, MEDLINE PLUS LEAD TOP PERFORMERS GROUP

This quarter, 18% of sites have scores of 80 or higher, putting them into the "top performers" group. The Internet Social Security Benefits Application (https://s044a90.ssa.gov/apps6a/ISBA/main.html) has the highest score: an 88, which is up two points from last quarter. Medline Plus (http://medlineplus.gov) and another Social Security site, Help with Medicare Prescription Drug Plan Costs (https://s044a90.ssa.gov/apps6z/i1020/main.html), both have scores of 87.

Why are scores for this group of elite sites so far above average? They do a much better job at satisfying citizens in some of the website elements that lead to a satisfactory online experience. In the website elements of functionality, navigation and search, top performing sites, on average, score nine points above aggregate.

E-Government US Agency/Department/Office	Website	06/07 score
Social Security Administration	Internet Social Security Benefits Application -- https://s044a90.ssa.gov/apps6a/ISBA/main.html	88
National Library of Medicine, National Institutes of Health, HHS	MedlinePlus--http://medlineplus.gov	87
Social Security Administration	Help with Medicare Prescription Drug Plan Costs -- https://s044a90.ssa.gov/apps6z/i1020/main.html	87
National Library of Medicine, National Institutes of Health, HHS	MedlinePlus en español -- http://medlineplus.gov/esp/	85
National Institute of Diabetes and Digestive & Kidney Diseases, NIH	NIDDK - http://www2.niddk.nih.gov/	83
Social Security Administration	Social Security Business Services Online --http://www.ssa.gov/bso/bsowelcome.htm	83
National Library of Medicine, National Institutes of Health, HHS	National Library of Medicine, National Institutes of Health, HHS--http://aidsinfo.nih.gov	83
National Cancer Institute, National Institutes of Health, HHS	National Cancer Institute Site en Español-- www.cancer.gov/espanolwww.cancer.gov/espanol	82
General Services Administration	Federal Citizen Information Center -- www.pueblo.gsa.gov/	82
National Cancer Institute, National Institutes of Health, HHS	National Cancer Institute main website -- www.cancer.gov	82
National Institutes of Health Office of Science Education	OSE Main -- http://science-education.nih.gov/	81
Office on Women's Health	National Women's Health Information Center (NWHIC) main website -- www.4woman.gov	80
Central Intelligence Agency	Recruitment website -- http://www.cia.gov/employment	80
Centers for Disease Control and Prevention	CDC main website -- www.cdc.gov	80
United States Mint, Treasury	Online Catalog -- http://catalog.usmint.gov	80

The importance of satisfaction becomes clear through a comparison of top performers (scores of 80 or above) to bottom performers (scores of 70 or below). Citizens who are satisfied are more likely to return to the site, recommend it to others and use it as a primary resource, as shown on the next page.

	Bottom Performers (aggregate)	Top Performers (aggregate)	% Difference
Satisfaction	65	83	28%
Likelihood to Return	77	89	16%
Likelihood to Recommend	72	87	21%
Likelihood to Use the Site as a Primary Resource	72	81	13%

E-COMMERCE/TRANSACTIONS CATEGORY TOPS IN CITIZEN SATISFACTION

The table below shows aggregate citizen satisfaction with each of the four functional categories of sites.

Category	Q1 2007	Q2 2007	Quarter over Quarter % Change
E-commerce/Transactions	74.2	76.8	3.5%
Portals/Department Main Sites	74.1	72.6	-2%
News/Information	72.8	73.2	.5%
Recruitment/Careers	77.2	76.5	-.9%

E-COMMERCE/TRANSACTIONAL SITES

On aggregate, the 12 sites in this category saw the greatest leap in citizen satisfaction from last quarter: 3.5%. This statistic is especially impressive because only one other category's score (News/Information) increased at all from last quarter and only by one-half percent. This satisfaction increase shows that government sites are effectively responding to the public's desire to be able to complete transactions virtually.

Though e-commerce/transactional sites are the best scoring category in e-government, the category still lags private sector e-commerce, which scored 80 in aggregate when last measured in Q4 2006. As e-government sites continue to add e-commerce and transactional capabilities, satisfaction improves because government heeds the consumer's desire to interact with it online.

This impressive increase for the e-commerce transaction sites was a result of increases of two to three points for most measured element scores. Search, which has typically scored below-average for sites in this category, had an aggregate increase of 4.2% from first quarter and is now on par with the aggregate search score for the e-gov index.

Scores range from 66 to 88, led by the Internet Social Security Benefits Application (https://s044a90.ssa.gov/apps6a/ISBA/main.html). In fact, the top three sites in this category belong to the Social Security Administration (SSA).

The web channel will play an increasingly important role as the Baby Boom generation begins reaching retirement age. SSA uses multiple ACSI-based surveys to help focus limited resources on improvements that will have the biggest impact on the user experience. The sustained high satisfaction scores show that the sites are doing an extraordinary job of meeting citizens' needs.

Since last quarter, scores for 58% of sites in the e-commerce/transactions category have increased. GSA Advantage (https://www.gsaadvantage.gov) had a five-point increase following the launch of Advantage 10 in December, which included several improvements to the search functionality and a fresh new look. The site gave more prominence to the "specialty categories" and GSA Advantages worked with its vendors to clean up data. The comments received from the ACSI-based survey helped GSA Advantage isolate areas of the system to improve, and the jump in the satisfaction score reflects those upgrades

E-Government US Agency/Department/Office	Website	6/07 score
Social Security Administration	Internet Social Security Benefits Application -- https://s044a90.ssa.gov/apps6a/ISBA/main.html	88
Social Security Administration	Help with Medicare Prescription Drug Plan Costs -- https://s044a90.ssa.gov/apps6z/i1020/main.html	87
Social Security Administration	Social Security Business Services Online --http://www.ssa.gov/bso/bsowelcome.htm	83
United States Mint, Treasury	Online Catalog -- http://catalog.usmint.gov	80
Pension Benefit Guaranty Corporation	MyPBA -- https://egov.pbgc.gov/mypba	79
Pension Benefit Guaranty Corporation	MyPAA -- https://egov.pbgc.gov/mypaa	78
SSA Retirement Planner	Social Security Retirement Planner --www.socialsecurity.gov/r&m1.htm	75
General Services Administration	GSA Advantage website -- https://www.gsaadvantage.gov	73
Social Security Administration	Social Security Internet Disability Report --http://www.ssa.gov/applyfordisability/	72
General Services Administration	GSA Global Supply website -- https://www.globalsupply.gsa.gov	72
General Services Administration	GSA E-Buy --http://www.ebuy.gsa.gov	70
Department of the Treasury, Bureau of the Public Debt	TreasuryDirect -- www.treasurydirect.gov	66

PORTALS/DEPARTMENT MAIN SITES

The 23 sites in this category have an average score of 72.6, down 2% from last quarter and 3.4% from one year ago. This decline in satisfaction was precipitated by a drop in satisfaction with most measured drivers of satisfaction. It also pales in comparison to private sector internet portals measured by the ACSI, which scored 76 in aggregate.

Eleven sites in this category have lower scores this quarter than last, while only two had increases

(which were of only one point). This category seems to be struggling a bit, both in comparison to itself and to the private sector. The private sector portal category, which includes high-profile sites Yahoo!, MSN and AOL, has a score of 76, 4.7% higher than the e-government score. Search and navigation were two key areas which declined two points each since last quarter.

Scores in the portals/department main sites category range from 54 to 82, with the National Cancer Institute's main website (www.cancer.gov) having the highest score: 82. This site and the Centers for Disease Control and Prevention's main website are the only two sites in the category with scores of 80 or higher.

As might be expected considering the function of a portal or main department site, search is the top priority for improvement for 82% of measured sites. Portals and department main sites serve as the "doorway" to the government. If citizens can't find what they are looking for, their low satisfaction with search will drive down overall satisfaction.

E-Government US Agency/Department/Office	Website	6/07 score
National Cancer Institute	National Cancer Institute main website -- www.cancer.gov	82
Centers for Disease Control and Prevention	CDC main website -- www.cdc.gov	80
General Services Administration	GobiernoUSA.gov website -- www.gobiernousa.gov	79
National Institute of Arthritis and Musculoskeletal and Skin Diseases, National Institutes of Health, HHS	NIAMS Public Website --http://www.niams.nih.gov/index.htm	79
United States Mint, Treasury	U.S. Mint main website -- www.usmint.gov	79
National Parks Service, Interior	National Parks Service main website -- www.nps.gov	78
National Aeronautics and Space Administration	NASA main website -- www.nasa.gov	77
National Library of Medicine, HHS	NLM main website -- www.nlm.nih.gov	76
National Institute for Standards and Technology	National Institute for Standards and Technology main website -- www.nist.gov	76
Internal Revenue Service, Treasury	IRS main website --www.irs.gov	74
United States Access Board	Access Board -- http://www.access-board.gov	73
Federal Deposit Insurance Corporation	FDIC main website -- www.fdic.gov	73
General Services Administration	USAGov website -- www.usa.gov	73
U.S. Small Business Administration	SBA main website -- www.sba.gov	72
Social Security Administration	Social Security Online (Main Website) -- www.socialsecurity.gov/	71
Government Accountability Office	GAO main public website -- www.gao.gov	71
Department of State	Department of State main website -- www.state.gov	70
General Services Administration	GSA main website -- www.gsa.gov	69
Substance Abuse and Mental Health Services Administration, HHS	SAMHSA website -- www.samhsa.gov	69
Department of the Treasury	Treasury main website -- www.treasury.gov	67
National Archives & Records Administration	NARA main public website -- www.archives.gov	66
General Services Administration	Forms.gov -- www.forms.gov	61
Pension Benefit Guaranty Corporation	PBGC main website -- www.pbgc.gov	54

NEWS/INFORMATION SITES

The 43 sites in the news/information category have an aggregate score of 73.2, a .5% increase from last quarter. In this category, e-government has edged ahead of private sector Internet news and information sites, with an aggregate score of 73. Functionality and navigation were both up slightly, fueling the aggregate increase

Scores range from 57 to 87, with MedlinePlus (www.medlineplus.gov) atop this category, followed by its Spanish-language version (http://medlineplus.gov/esp/) at 85.

Search is a big issue for sites in this category. For 94% of news/information sites, it's the top priority for improvement, the highest percentage in any of the four functional categories.

From last quarter, 43% of sites had score increases, 29% decreased and 27% stayed the same.

In this category, the Federal Citizen Information Center's Consumer Action site (ww.consumeraction.gov) had an impressive six-point increase in its score from last quarter, while the score for the Department of Agriculture's Center for Nutrition Policy Promotion's MyPyramid website, www.MyPyramid.gov, went up five points last quarter to a score of 75.

E-Government US Agency/ Department/Office	Website	06/07 score
National Library of Medicine, National Institutes of Health, HHS	MedlinePlus -- http://medlineplus.gov	87
National Library of Medicine, National Institutes of Health, HHS	MedlinePlus en español -- http://medlineplus.gov/esp/	85
National Institute of Diabetes and Digestive & Kidney Diseases, NIH	NIDDK -- http://www2.niddk.nih.gov/	83
National Library of Medicine, National Institutes of Health, HHS	AIDSinfo -- http://aidsinfo.nih.gov/	83
National Cancer Institute, National Institutes of Health, HHS	National Cancer Institute Site en Español --www.cancer.gov/espanolwww.cancer.gov/espanol	82
General Services Administration	Federal Citizen Information Center -- www.pueblo.gsa.gov/	82
National Institutes of Health Office of Science Education	OSE Main -- http://science-education.nih.gov/	81
Office on Women's Health	National Women's Health Information Center (NWHIC) main website -- www.4woman.gov	80
General Services Administration	Consumer Action, Federal Citizen Information Center -– www.consumeraction.gov	79
Department of Justice	President's DNA Initiative -- http://www.dna.gov	79
NIH Senior Health, National Institutes of Health, HHS	NIH Senior Health -- http://nihseniorhealth.gov	79
Bureau of Labor Statistics	BLS Occupational Outlook Handbook -- http://www.bls.gov/oco/	78

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National Women's Health Information Center	Girls Health -- www.girlshealth.com	78
National Library of Medicine, National Institutes of Health, HHS	TOXNET -- http://toxnet.nlm.nih.gov	78
U.S. Department of Commerce	National Geodetic Survey, National Oceanic and Atmospheric Administration website -- http://www.ngs.noaa.gov/	77
National Institute on Drug Abuse, National Institutes of Health, HHS	NIDA main website -- www.drugabuse.gov	77
National Criminal Justice Reference Service, Justice	NCJRS website -- www.ncjrs.gov	77
National Institute of Justice, Justice	NIJ main website -- http://www.ojp.gov/nij	76
National Archives & Records Administration	NARA Presidential Library websites -- http://archives.gov/presidential_libraries/index.html	76
Office for Victims of Crime, Department of Justice	OVC website -- www.ovc.gov	75
Center for Nutrition Policy Promotion, Agriculture	MyPyramid Website -- www.MyPyramid.gov	75
Agency for Healthcare Research & Quality, HHS	Agency for Healthcare Research and Quality -- www.ahrq.gov	74
Federal Deposit Insurance Corporation	FDIC Applications -- www2.fdic.gov	74
Food Safety and Inspection Service, Agriculture	FSIS main website -- www.fsis.usda.gov	72
National Institute on Drug Abuse, National Institutes of Health, HHS	NIDA for Teens website -- http://teens.drugabuse.gov/	72
Department of State	U.S. Department of State Education USA -- http://educationusa.state.gov	72
Social Security Administration	Social Security Online: Answers to Your Questions -- http://ssa-custhelp.ssa.gov	71
Economic Research Service, Agriculture	ERS main website -- www.ers.usda.gov	71
Bureau of Economic Analysis, Commerce	BEA main website -- http://www.bea.gov	71
International Information Programs, State	IIP main website -- http://usinfo.state.gov	71
Foreign Agricultural Service, Agriculture	FAS main website -- www.fas.usda.gov	70
U.S. Nuclear Regulatory Commissio	U.S. Nuclear Regulatory Commission website -- www.nrc.gov	69
National Agricultural Library, Agriculture	NAL main website -- www.nal.usda.gov	69
Environmental Protection Agency	ENERGY STAR Building & Plants Website --http://www.energystar.gov/index.cfm?c=business.bus_index	67
Department of the Treasury	Alcohol and Tobacco Tax and Trade Bureau USTTB website -- www.ttb.gov	65

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Financial Management Service	Treasury Financial Management Service -- www.fms.treas.gov	65
Cooperative State Research, Education, and Extension Service, Agriculture	CSREES main website -- www.csrees.usda.gov	65
Forest Service, Agriculture	Forest Service main website -- http://www.fs.fed.us	63
Natural Resources Conservation Service, Agriculture	NRCS website -- http://www.nrcs.usda.gov	61
National Archives & Records Administration	NARA AAD - Access to Archival Databases --www.archives.gov/aad/index.html	61
Federal Emergency Management Agency, Homeland Security	FEMA Flood Map Store -- http://store.msc.fema.gov	60
General Services Administration	GSA E-Library -- http://www.gsaelibrary.gsa.gov/ElibMain/ElibHome	60
Military Health System, Defense	TRICARE -- www.tricare.osd.mil/	57

CAREER/RECRUITMENT SITES

The five sites in this category have an aggregate score of 76.5, down .9% from last quarter. This marks the first decline for this small category since the third quarter of 2006.

The Central Intelligence Agency's recruitment website (http://www.cia.gov/employment) has the highest score: 80. With a one-point quarter-over-quarter increase, this site was the only one whose score rose this quarter. Two sites have lower scores this quarter, while one remained the same.

Navigation is a top priority for improvement for 80% of sites in this category, followed by job search at 60%.

E-Government US Agency/Department/Office	Website	06/07 score
Central Intelligence Agency	Recruitment website -- http://www.cia.gov/ employment	80
Military Community and Family Policy Office, Defense	Military Spouse Career Center -- http://www.military.com/spouse/	79
Department of Labor site	Department of Labor Job Listings -- www.doors.dol.gov	77
Office of Personnel Management	Recruitment website -- www.usajobs.opm.gov	76
Department of State	Recruitment website -- www.careers.state.gov	71

CITIZEN SATISFACTION BY ORGANIZATIONAL CATEGORIES

In addition to looking at sites by the four functional categories, we also analyzed customer satisfaction data by the three organizational categories that match the way the federal government is structured: department sites (which includes independent agencies, corporations, administrations, etc.) agency sites (all entities that fall directly below a department or equivalent organization) and program sites (all others).

The aggregate score for agency sites rose one-half percent from last quarter, while the other two organizational categories declined, most notably department sites, which fell 1.1% from second quarter 2006.

Comparison of Satisfaction for Department, Agency and Program Sites	Q1 2007	Q2 2007	% Change
Department Sites	70.7	69.9	-1.1%
Agency Sites	73.0	73.4	.5%
Program Sites	77.2	77.1	-.1%

DEPARTMENT SITES

The table below shows the satisfaction scores for the 13 department and department-level sites included in the benchmark. Scores range from 54 to 77, with the main website for NASA (www. nasa.gov) on top with a score of 77 for the second quarter in a row.

None of the department-level sites have achieved the "top performer" score of 80 or above, indicating an opportunity for improvement at these top-tier government websites. Of course, department-level sites face challenges specific to sites that provide access to such extensive information, often across multiple websites.

E-Government US Agency/Department/Office	Website	6/07 score
National Aeronautics and Space Administration	NASA main website -- www.nasa.gov	77
National Institute for Standards and Technology	National Institute for Standards and Technology main website -- www.nist.gov	76
United States Access Board	Access Board website --http://www.access-board.gov	73
Federal Deposit Insurance Corporation	FDIC main website -- www.fdic.gov	73
U.S. Small Business Administration	SBA main website -- www.sba.gov	72
Social Security Administration	Social Security Online (Main Website) -- www.socialsecurity.gov/	71
Government Accountability Office	GAO main public website -- www.gao.gov	71
Department of State	Department of State main website -- www.state.gov	70
U.S. Nuclear Regulatory Commission	U.S. Nuclear Regulatory Commission website -- www.nrc.gov	69

General Services Administration	GSA main website -- www.gsa.gov	69
Department of the Treasury	Treasury main website -- www.treasury.gov	67
National Archives & Records Administration	NARA main public website -- www.archives.gov	66
Pension Benefit Guaranty Corporation	PBGC main website -- www.pbgc.gov	54

DEPARTMENT OF HEALTH AND HUMAN SERVICES STAYS ATOP DEPARTMENT RANKINGS

For the third consecutive quarter, the U.S. Department of Health and Human Services has the highest aggregate citizen satisfaction score of the six departments that have five or more sites in the Index. The Social Security Administration has a strong score of 78.1.

Department	Q2 2007
Department of Health & Human Services	79.1
Social Security Administration	78.1
General Services Administration	71.7
Department of Treasury	70.8
Department of Agriculture	68.3

CONCLUSION

Like the Internet itself, e-government continues to evolve. While the Internet will never completely replace offline channels for the government, both availability and adoption of web-based transactional services are expected to grow. Government organizations that are able to deliver the right kind of transactional experience to their online customers will see dividends both in terms of increased satisfaction and site usage and in reduced resource expenditures.

ABOUT THE AUTHOR

Larry Freed is an expert on Web Effectiveness and Web Customer Satisfaction. He is also President and CEO of ForeSee Results, a market leader in customer satisfaction measurement on the web, which utilizes the methodology of the American Customer Satisfaction Index.

ABOUT THE ACSI

The American Customer Satisfaction Index (ACSI) is the only uniform, national, cross-industry measure of satisfaction with the quality of goods and services available in the United States. In 1999, the Federal government selected the ACSI to be a standard metric for measuring citizen satisfaction. Over 100 Federal government agencies have used the ACSI to measure citizen satisfaction of more than 200 services and programs. The Index is produced by the University of Michigan, in partnership with the American Society for Quality (ASQ) and CFI Group, an international consulting firm. ForeSee Results sponsors the e-commerce, e-business and e-government indices.

For More Information

1.800.621.2850

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ABOUT FORESEE RESULTS, INC.

ForeSee Results is the market leader in online customer satisfaction measurement and management and specializing in converting satisfaction data into user-driven web development strategies. Using the methodology of the University of Michigan's American Customer Satisfaction Index (ACSI), ForeSee Results has created a model that scientifically quantifies the elements that drive online customer satisfaction and predicts future behaviors, including the likelihood to return to the site or recommend the site to others. ForeSee Results, a privately held company located in Ann Arbor, Michigan, can be found online at www.ForeSeeResults.com.

ABOUT THE FEDERAL CONSULTING GROUP

The Federal Consulting Group, a franchise of the Department of the Treasury, serves as the executive agent in the government for the American Customer Satisfaction Index (ACSI), and holds generic clearance from the Office of Management and Budget that enables agencies to utilize the ACSI without having to obtain a separate clearance under the Paperwork Reduction Act to conduct customer satisfaction surveys. Agencies can participate in the ACSI through an arrangement between the Federal Consulting Group and ForeSee Results.

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