



**ForeSee CXA Benchmarks**

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# Online Transparency Benchmarking Report

## U.S. NRC Satisfaction Survey V2

November 01, 2015 - November 30, 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

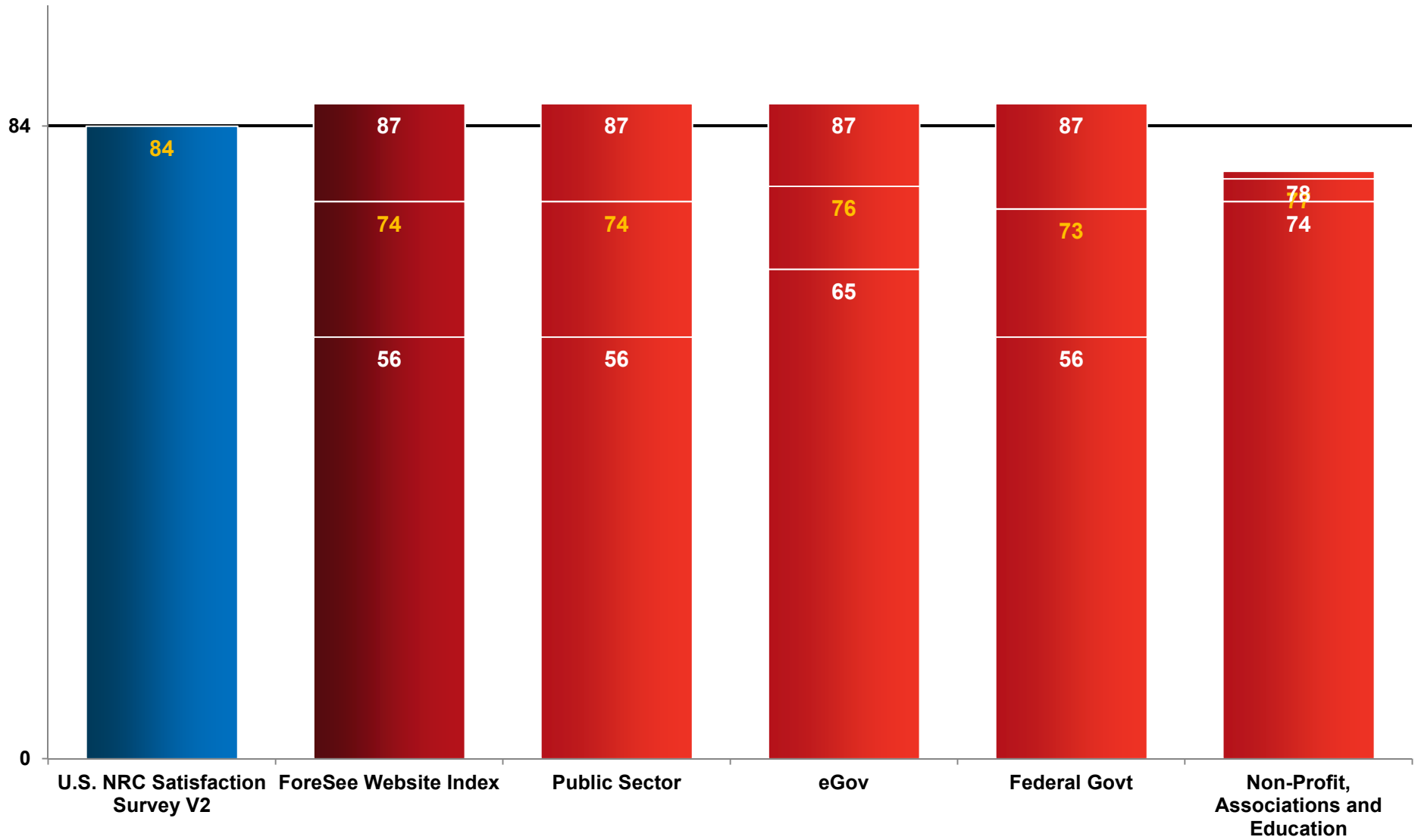
Benchmark categories provide comparative aggregate customer satisfaction scores of ForeSee clients' websites. Clients' websites are placed in categories that are appropriate to their industry, type of survey and website purpose.

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.
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.



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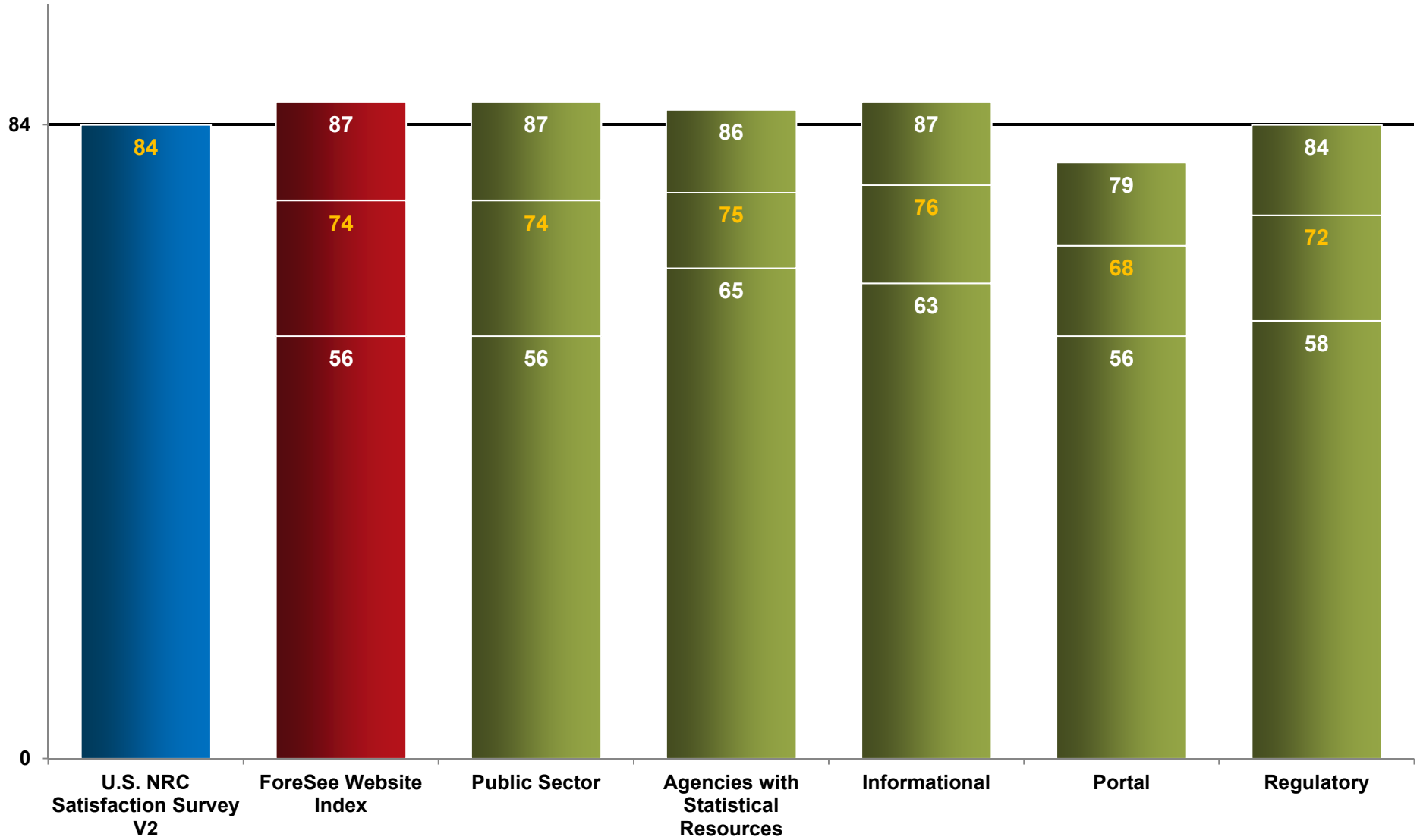
Maximum
Average
Minimum
Benchmark





**Public Sector Benchmarks by Site Type or Function**  
**U.S. NRC Satisfaction Survey V2**  
**November 01, 2015 - November 30, 2015**

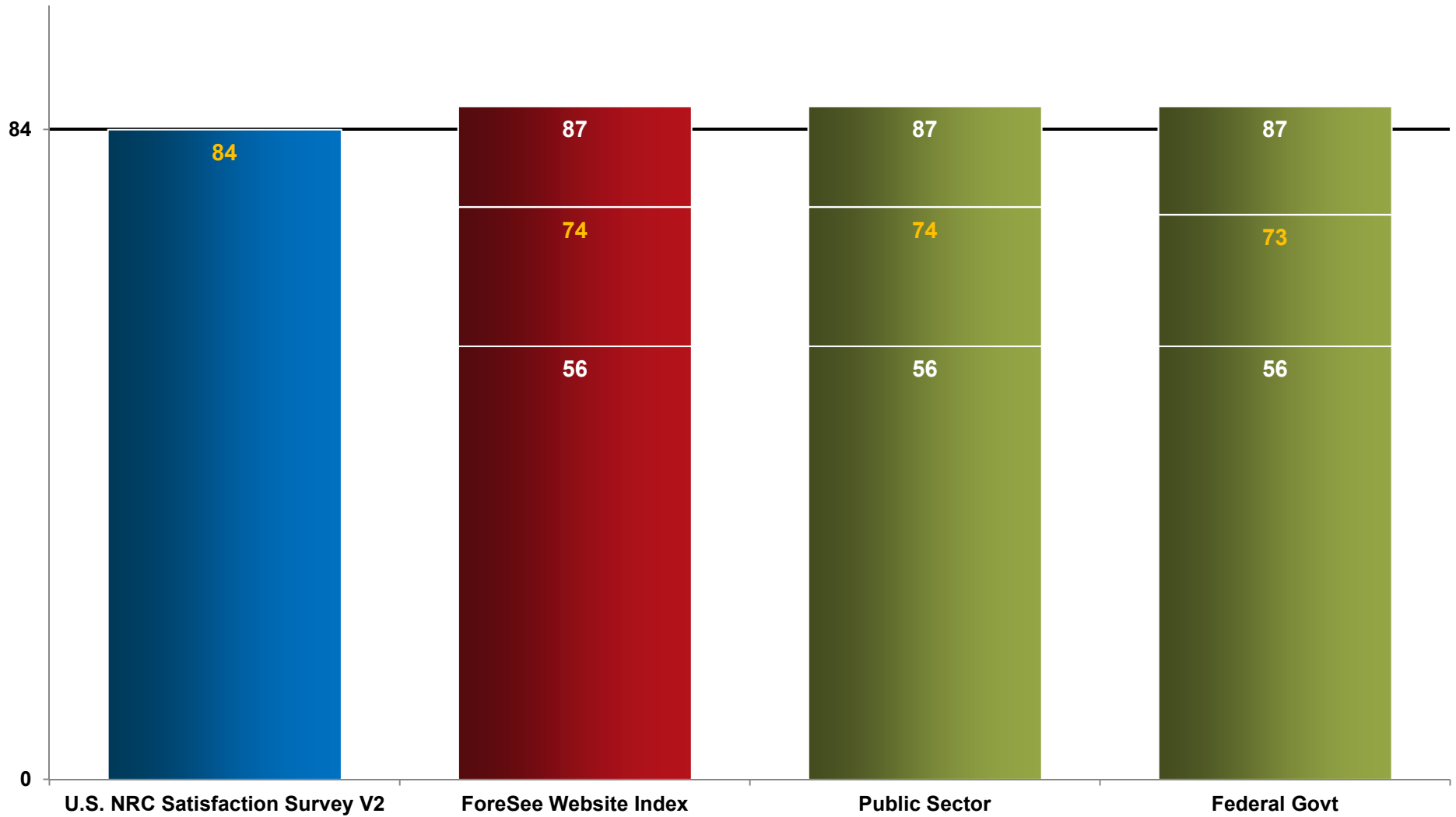
Maximum
Average
Minimum
Benchmark





**Public Sector Benchmarks by Category**  
**U.S. NRC Satisfaction Survey V2**  
**November 01, 2015 - November 30, 2015**

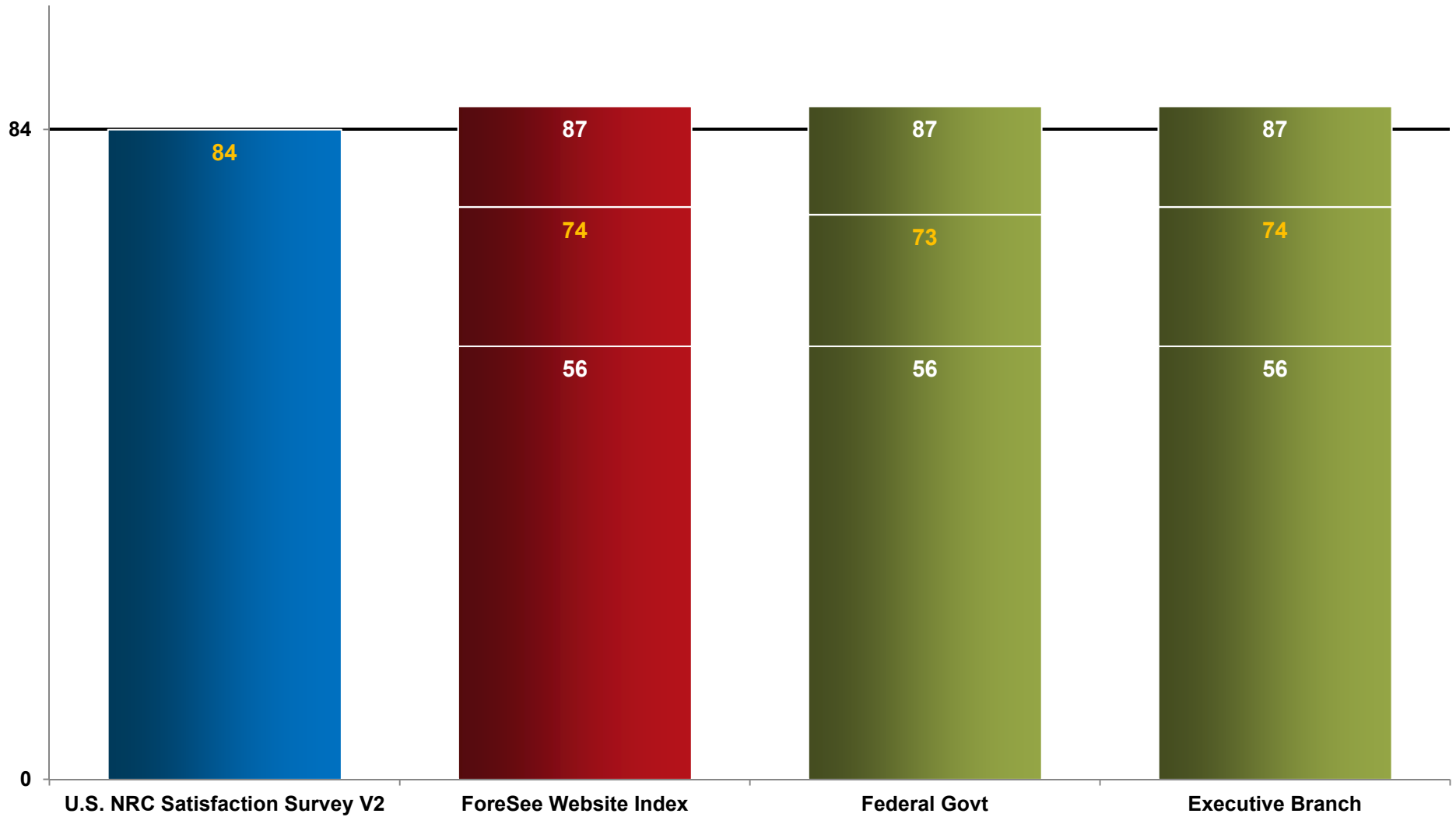
Maximum
Average
Minimum
Benchmark





Federal Govt Benchmarks by Branch  
U.S. NRC Satisfaction Survey V2  
November 01, 2015 - November 30, 2015

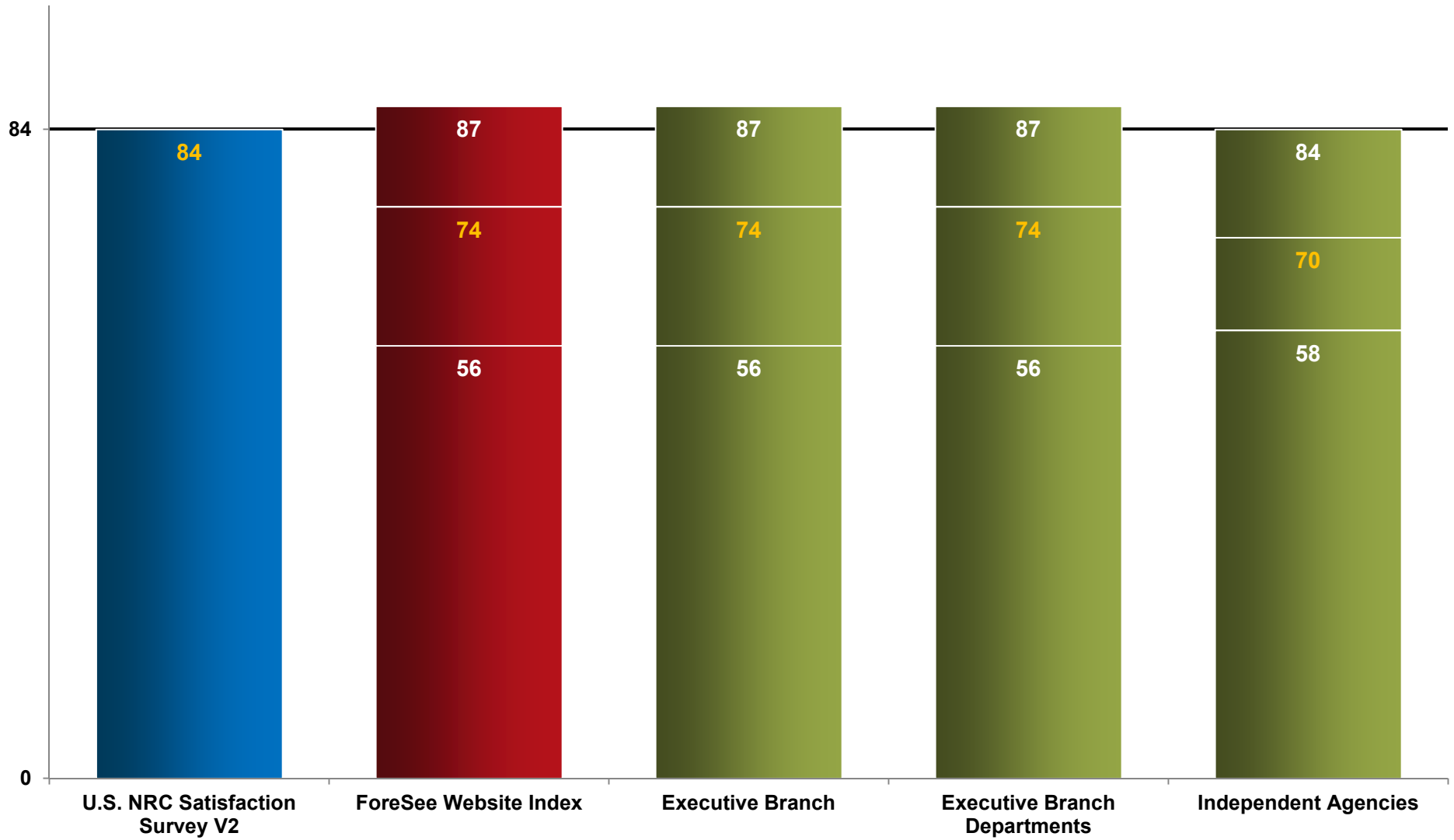
Maximum
Average
Minimum
Benchmark





**Executive Branch Benchmarks**  
**U.S. NRC Satisfaction Survey V2**  
**November 01, 2015 - November 30, 2015**

Maximum
Average
Minimum
Benchmark





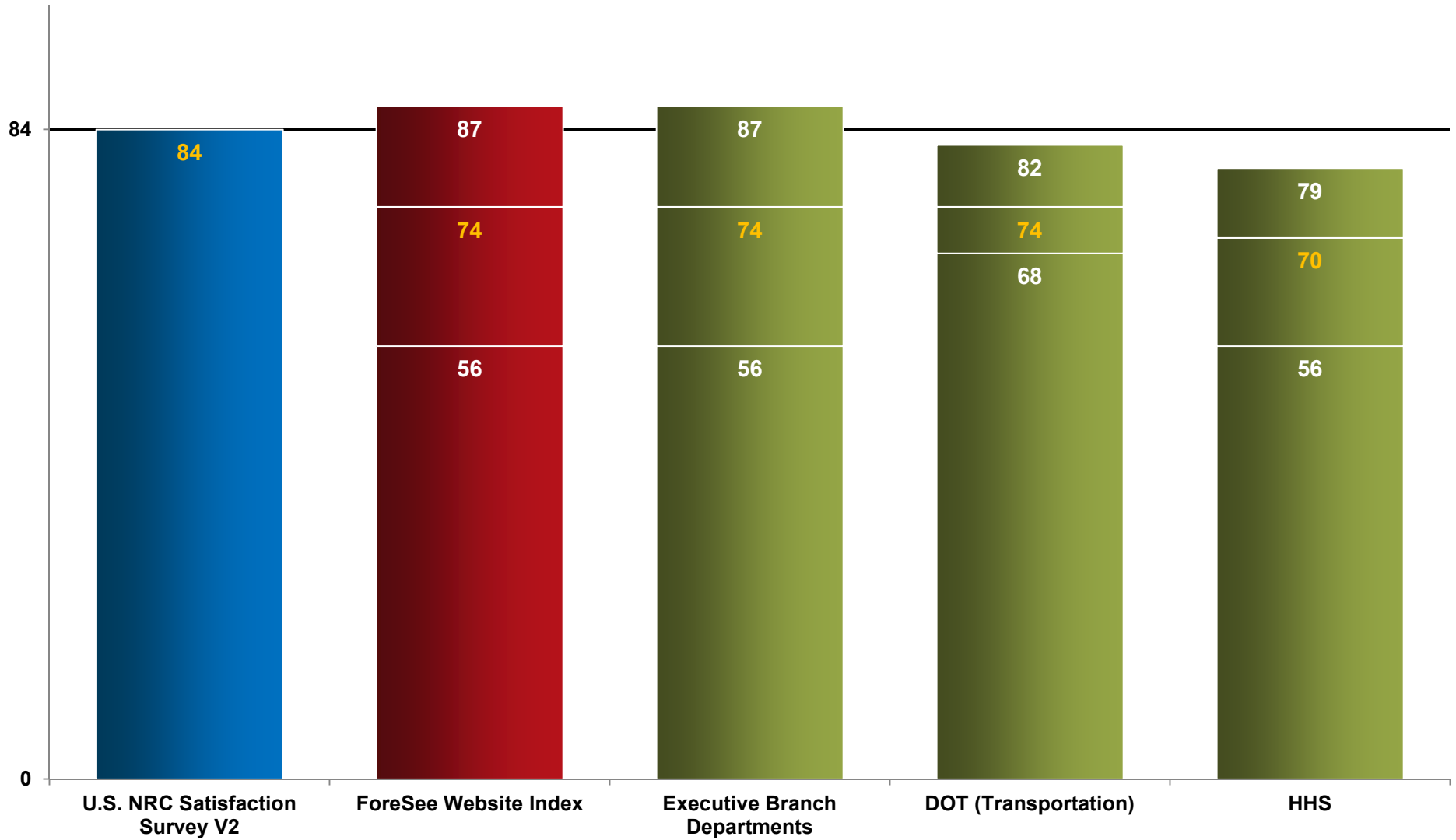


# Executive Branch Departments Benchmarks by Department

## U.S. NRC Satisfaction Survey V2

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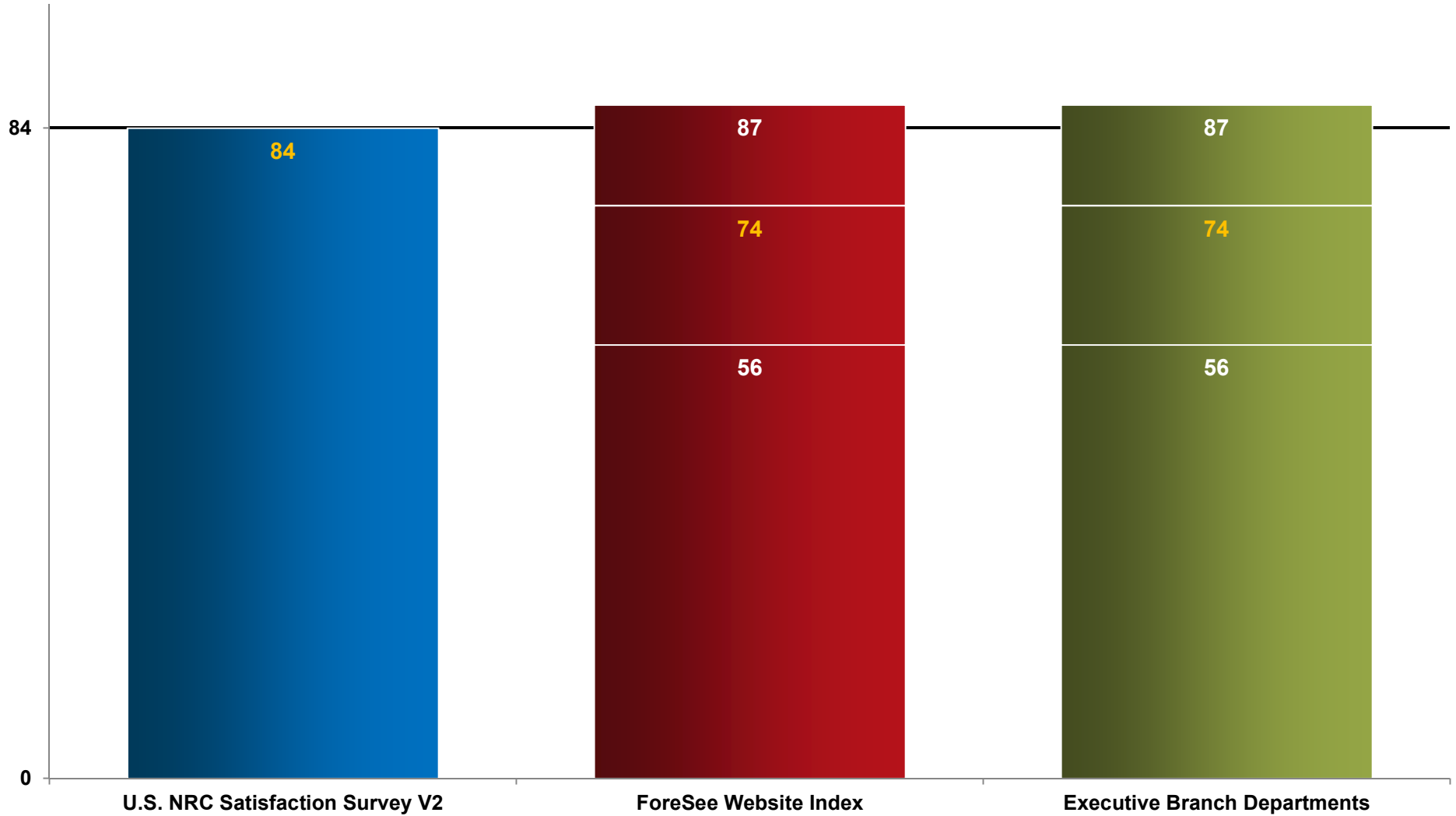
Maximum
Average
Minimum
Benchmark





**Executive Branch Departments Benchmarks by Specific Agency**  
**U.S. NRC Satisfaction Survey V2**  
**November 01, 2015 - November 30, 2015**

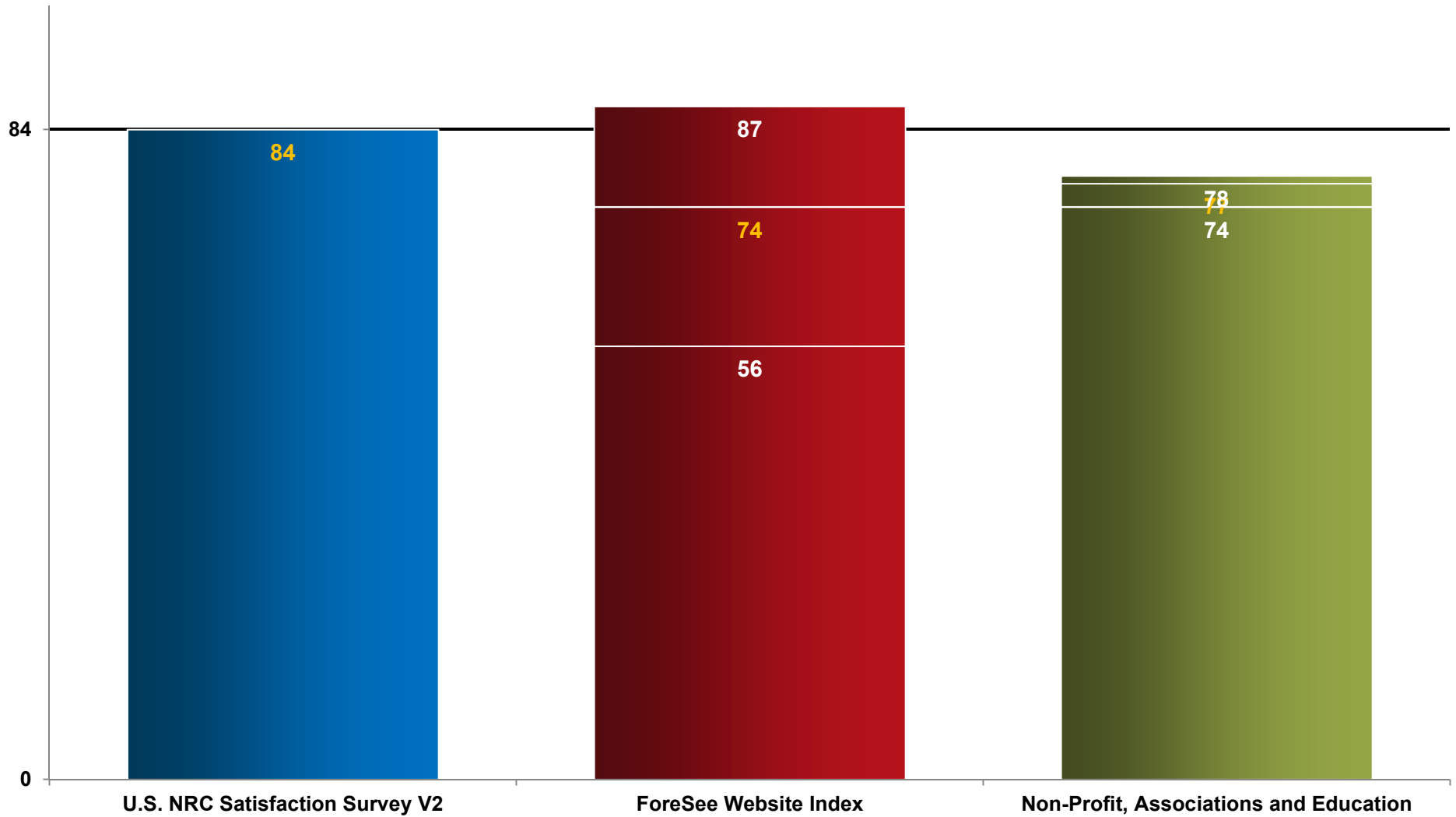
Maximum
Average
Minimum
Benchmark





Non-Profit, Associations and Education Benchmarks  
U.S. NRC Satisfaction Survey V2  
November 01, 2015 - November 30, 2015

Maximum
Average
Minimum
Benchmark





# Online Transparency Benchmarking Report

## U.S. NRC Satisfaction Survey V2

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### Benchmark Membership

CATEGORY	CLIENT
ForeSee Website Index	AHRQ
ForeSee Website Index	American Chemical Society
ForeSee Website Index	American Forces Information Service
ForeSee Website Index	Bureau of Economic Analysis
ForeSee Website Index	Bureau of Justice Statistics
ForeSee Website Index	CGAP
ForeSee Website Index	CMS
ForeSee Website Index	Dept of Commerce US Census Bureau
ForeSee Website Index	DHS CIS
ForeSee Website Index	DOJ ATF
ForeSee Website Index	ED.gov
ForeSee Website Index	Federal Motor Carrier Safety Administration
ForeSee Website Index	Financial Stability
ForeSee Website Index	HHS Office for Civil Rights
ForeSee Website Index	IADB
ForeSee Website Index	JP Morgan Chase
ForeSee Website Index	MESSA
ForeSee Website Index	NARA - U.S. National Archives and Records
ForeSee Website Index	National Institute of Justice (NIJ)
ForeSee Website Index	NHTSA
ForeSee Website Index	NICHD-NIH
ForeSee Website Index	NIST - National Institute of Standards and
ForeSee Website Index	NOAA Coastal Services Center
ForeSee Website Index	Partnership for Public Service
ForeSee Website Index	Regulatory Information Service Center
ForeSee Website Index	SEC
ForeSee Website Index	U.S. Department of State
ForeSee Website Index	U.S. Department of Transportation
ForeSee Website Index	U.S. Department of Transportation (FHWA)
ForeSee Website Index	U.S. Department of Treasury
ForeSee Website Index	U.S. Department of Treasury - Internal Revenue
ForeSee Website Index	U.S. Department of Veterans Affairs



eGov	American Forces Information Service
eGov	Bureau of Economic Analysis
eGov	Bureau of Justice Statistics
eGov	Dept of Commerce US Census Bureau
eGov	DHS CIS
eGov	ED.gov
eGov	Federal Motor Carrier Safety Administration
eGov	NARA - U.S. National Archives and Records
eGov	National Institute of Justice (NIJ)
eGov	NIST - National Institute of Standards and
eGov	NOAA Coastal Services Center
eGov	SEC
eGov	U.S. Department of State
eGov	U.S. Department of Transportation
eGov	U.S. Department of Transportation (FHWA)
eGov	U.S. Department of Treasury
eGov	U.S. Geological Survey
eGov	U.S. Nuclear Regulatory Commission
eGov	USITC
Federal Govt	AHRQ
Federal Govt	American Forces Information Service
Federal Govt	Bureau of Economic Analysis
Federal Govt	Bureau of Justice Statistics
Federal Govt	CMS
Federal Govt	Dept of Commerce US Census Bureau
Federal Govt	DHS CIS
Federal Govt	DOJ ATF
Federal Govt	ED.gov
Federal Govt	Federal Motor Carrier Safety Administration
Federal Govt	Financial Stability
Federal Govt	HHS Office for Civil Rights
Federal Govt	NARA - U.S. National Archives and Records
Federal Govt	National Institute of Justice (NIJ)
Federal Govt	NHTSA
Federal Govt	NICHD-NIH
Federal Govt	NIST - National Institute of Standards and
Federal Govt	Regulatory Information Service Center
Federal Govt	SEC
Federal Govt	U.S. Department of State
Federal Govt	U.S. Department of Transportation

Federal Govt	U.S. Department of Transportation (FHWA)
Federal Govt	U.S. Department of Treasury
Federal Govt	U.S. Department of Treasury - Internal Revenue
Federal Govt	U.S. Department of Veterans Affairs
Federal Govt	U.S. Geological Survey
Federal Govt	U.S. Nuclear Regulatory Commission
Federal Govt	UNICOR
Federal Govt	USITC
Non-Profit, Associations and Education	American Chemical Society
Non-Profit, Associations and Education	CGAP
Non-Profit, Associations and Education	IADB
Non-Profit, Associations and Education	MESSA
Non-Profit, Associations and Education	Partnership for Public Service
Agencies with Statistical Resources	AHRQ
Agencies with Statistical Resources	Bureau of Economic Analysis
Agencies with Statistical Resources	Bureau of Justice Statistics
Agencies with Statistical Resources	Dept of Commerce US Census Bureau
Agencies with Statistical Resources	DOJ ATF
Agencies with Statistical Resources	Financial Stability
Agencies with Statistical Resources	IADB
Agencies with Statistical Resources	NHTSA
Agencies with Statistical Resources	NOAA Coastal Services Center
Agencies with Statistical Resources	U.S. Department of Transportation
Agencies with Statistical Resources	U.S. Department of Transportation (FHWA)
Agencies with Statistical Resources	U.S. Nuclear Regulatory Commission
Informational	AHRQ
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