Measuring online customer experience:
The KPI “Satisfaction Index”

The Commission aims to deliver a relevant, coherent and cost-effective online customer experience which meets both user needs and organisational goals. Key Performance Indicators (KPIs) measure how well the Commission is delivering on these objectives and provide evidence to continuously improve its web presence. The KPI “Satisfaction Index” measures the real experience of our customers in trying to complete what they came to do on the Commission web presence, and identifies what they want us to improve (the “Take Action” score). It is measured using a specifically designed survey.

HOW THE SURVEY WORKS

Extensive research and testing have identified 13 factors as key to the online customer experience. Each of the 13 factors is represented with a positive and a negative aspect (26 in total: see chart below). People who indicate they are daily, weekly or monthly visitors are asked to select up to three factors that best describe their experience when trying to complete tasks on a European Commission website.

<table>
<thead>
<tr>
<th>Group</th>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content</td>
<td>Up-to-date information</td>
<td>Out-of-date information</td>
</tr>
<tr>
<td></td>
<td>Accurate information</td>
<td>Inaccurate information</td>
</tr>
<tr>
<td></td>
<td>Complete information</td>
<td>Incomplete information</td>
</tr>
<tr>
<td></td>
<td>Plain language</td>
<td>Full of jargon, corporate speak</td>
</tr>
<tr>
<td>Social</td>
<td>Contact Easy to contact a person</td>
<td>Hard to contact a person</td>
</tr>
<tr>
<td></td>
<td>Feedback Easy to participate / give feedback</td>
<td>Hard to participate / give feedback</td>
</tr>
<tr>
<td></td>
<td>Transparency Gives me the facts / transparent</td>
<td>Misleading, not transparent</td>
</tr>
<tr>
<td></td>
<td>Has ratings, reviews, recommendations</td>
<td>Has no ratings, reviews, recommendations</td>
</tr>
<tr>
<td>Ease-of-use</td>
<td>Search Helpful search results</td>
<td>Poor search results</td>
</tr>
<tr>
<td></td>
<td>Menus &amp; Links Clear menus and links</td>
<td>Confusing menus and links</td>
</tr>
<tr>
<td></td>
<td>Layout Simple layout / easy to read</td>
<td>Cluttered layout / hard to read</td>
</tr>
<tr>
<td></td>
<td>Look &amp; Feel Looks attractive / appealing</td>
<td>Looks unattractive / unappealing</td>
</tr>
<tr>
<td></td>
<td>Speed Fast to do things</td>
<td>Slow to do things</td>
</tr>
</tbody>
</table>

Participants are also asked to fill out questions based on the corporate audience profiles (validated 2014) and the 15 content areas that make up the Commission web presence.

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[1] The Commission web presence is defined as: all Commission-managed websites (europa.eu and ec.europa.eu, including executive agencies) relating to one of the 77 EC-wide tasks identified in 2014.


[3] First time and infrequent visitors are considered to have either no experience or insufficient experience.

HOW THE RESULTS ARE CALCULATED

The **Satisfaction Index** is the sum of all positive votes from visitors who are not Commission staff.

<table>
<thead>
<tr>
<th>Factors</th>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up-to-date</td>
<td>9.2%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Accurate</td>
<td>8.5%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Complete</td>
<td>6.5%</td>
<td>2.3%</td>
</tr>
<tr>
<td>Language</td>
<td>4.5%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Contact</td>
<td>1.4%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Feedback</td>
<td>1.8%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Transparency</td>
<td>6.0%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Ratings</td>
<td>1.0%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Search</td>
<td>7.9%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Menus &amp; Links</td>
<td>4.5%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Layout</td>
<td>5.5%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Looks &amp; Feel</td>
<td>3.0%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Speed</td>
<td>3.2%</td>
<td>2.6%</td>
</tr>
<tr>
<td><strong>Satisfaction Index</strong></td>
<td><strong>64%</strong></td>
<td><strong>36%</strong></td>
</tr>
</tbody>
</table>

Another visualisation of negative vs positive votes:

The **Take Action score** indicates where to focus resources to make the maximum impact on user satisfaction. It is calculated based on:

1. The size of the negative vote for a particular factor relative to other negative votes.
2. The gap between the negative and positive votes for a factor.
3. The amount of votes for a factor.

The Take Action score is:

- expressed in the context of 100%. It is as if the customer says: “If you had 100 hours to spend on improving the web presence, here’s how I’d like you to spend them.”
- independent from the overall Satisfaction Index score. Even with a high Satisfaction Index score, eg. 80%, the Take Action score will evaluate the 20% of negative votes and point out the areas that most need improvement.

The red shading in the “Take Action” column indicates the order of priority (dark red = high priority).
Annex 1: Satisfaction survey script

Frequency of website visit
1. How often do you use a European Commission website?
   - Daily
   - Weekly
   - Monthly
   - Infrequently
   - First time

This question is used to filter out people who visit the EC page for the first time. First time visitors are thanked for their participation and not asked any further questions.

Findability of information
2. Are you usually able to find what you need on European Commission websites?
   - Yes
   - No

Satisfaction question text. Factors are presented in randomised order.
3. Select up to 3 factors (from the list below) that BEST DESCRIBE YOUR EXPERIENCE when trying to complete tasks on a European Commission website.
   - Accurate information
   - Clear menus and links
   - Cluttered layout / hard to read
   - Complete information
   - Confusing menus and links
   - Easy to contact a person
   - Easy to participate / give feedback
   - Fast to do things
   - Full of jargon, corporate speak
   - Gives me the facts / transparent
   - Hard to contact a person
   - Hard to participate / give feedback
   - Has ratings, reviews, recommendations
   - Has no ratings, reviews, recommendations
   - Helpful search results
   - Inaccurate information
   - Incomplete information
   - Looks attractive / appealing
   - Looks unattractive / unappealing
   - Misleading, not transparent
   - Out-of-date information
   - Plain language
   - Poor search results
   - Simple layout / easy to read
   - Slow to do things
   - Up-to-date information
Audience profile questions

4. How old are you?
   <18
   18 - 24
   25 - 34
   35 - 44
   45 - 54
   55 - 64
   65+

5. Are you currently
   Employed
   Self-employed
   Unemployed
   Student
   Retired
   Other

6. Do you work in: (Question for ‘Employed’ and ‘Self-employed’ only)
   Private sector: micro companies (<10 employees)
   Private sector: small companies (10-49 employees)
   Private sector: medium-sized companies (50-249 employees)
   Private sector: large companies (>250 employees)
   Non-profit, NGO, civil society organisation
   Public sector: national
   Public sector: local, regional
   EU institutions
   Other international organisations (non-EU)
   Other (please specify)

6a. In which EU institution do you work? (Question for ‘EU institutions’ only)
   European Parliament
   European Council
   Council of the European Union
   European Commission
   Court of Justice of the European Union (CJEU)
   European Central Bank (ECB)
   European Court of Auditors (ECA)
   European External Action Service (EEAS)
   European Economic and Social Committee (EESC)
   European Committee of the Regions (CoR)
   European Investment Bank (EIB)
   European Ombudsman
   European Data Protection Supervisor (EDPS)
   Interinstitutional bodies

7. Do you work as a
   Teacher, professor, researcher (academia)
   Researcher, scientist (business)
   Lawyer, legal professional
   Lobbyist, interest representative
Journalist, media professional
Economist
Policy maker
Consultant, advisor
Engineer, architect
Manager, project manager
Entrepreneur
CEO, director
Administrative staff
Farmer
Other (please specify)

8. Where do you live
(list of all countries in the world)

9. When visiting a European Commission website, what language would you prefer the content to be in?
(list of 24 languages)

10. If that language was not available, what would be your second choice?
(list of 24 languages)

11. Do you mainly engage with the European Commission as a
Private individual
Professional

12. Which of the following devices do you normally use when visiting European Commission websites?
Desktop, laptop
Tablet
Smartphone

Question on content areas
13. The following content areas make up our web presence. Please select the ones you visit regularly.
Business, Economy
Live, Work, Travel in EU
Law
About the EU
Funding, Tenders
News, Publications, Events
Environment
Research and innovation
Strategy
Education
Aid, Human Rights
Jobs at the European Commission
Statistics
Food, Farming
EU Regional and Urban Investment