

02. Measure user experience: the Satisfaction Index

The 'Satisfaction Index' is a corporate qualitative performance indicator for the Commission web presence. A [specifically designed survey](#) measures the real experience of citizens 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). The survey was carried out for the first time in 2014, resulting in a baseline Satisfaction Index of 60%. An iteration was carried out in 2018 resulting in a Satisfaction Index of 64%.

How it works:

- [Methodology](#)
- [Calculation of results](#)
- [Survey script](#)

[Results 2018 satisfaction survey](#)

Methodology

Extensive research and testing have identified 13 factors as key to the online customer experience (www.customercentricindex.com). 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 (first-time and infrequent visitors are considered to have either no experience or insufficient experience).

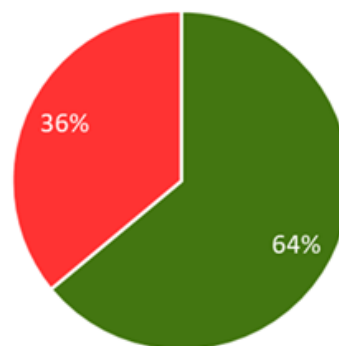
Group		Positive	Negative
Content	Up-to-date	Up-to-date information	Out-of-date information
	Accurate	Accurate information	Inaccurate information
	Complete	Complete information	Incomplete information
	Language	Plain language	Full of jargon, corporate speak
Social	Contact	Easy to contact a person	Hard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

Calculation of results

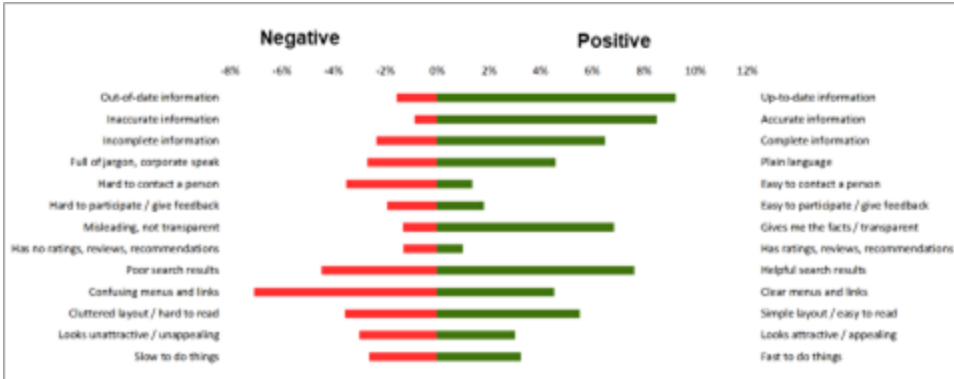
The survey results are the basis for calculating the Satisfaction Index and the Take Action Score.

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

Factors		Positive	Negative
Content	Up-to-date	9.2%	1.6%
	Accurate	8.5%	0.8%
	Complete	6.5%	2.3%
	Language	4.6%	2.7%
Social	Contact	1.4%	3.5%
	Feedback	1.8%	1.9%
	Transparency	6.9%	1.3%
	Ratings	1.0%	1.3%
Ease-of-use	Search	7.6%	4.5%
	Menus & Links	4.5%	7.1%
	Layout	5.5%	3.6%
	Look & Feel	3.0%	3.0%
	Speed	3.2%	2.6%
Satisfaction Index		64%	36%



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 user 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. In other words, 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).

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