

The Department of Treasury: Modernizing Communications Through Site-Engagement Surveys

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The Department of Treasury had an organization-wide goal to move towards online communications. To better engage their users and improve their operational excellence, they began surveying the constituents that came to their site.

The survey was a mix of “closed” (yes/no) questions and open-ended responses. While open-ended or freeform text answers are invaluable, they are often more challenging to analyze for trends. Now, couple this with the fact that most people who completed the questionnaires routinely didn’t answer the questions that were being asked– they answer different questions entirely – the information became very difficult to categorize for insight.

Discover how PublicRelay’s analysis allowed the IRS to improve usage and enhance satisfaction across the site, as well as ensure the on-going success of their push towards more modern, online communications.

[Read the full case study here >>](#)