

**Supporting Statement for Paperwork Reduction Act Submission
3090-0278 – National Contact Center Customer Evaluation Survey**

A. Justification

1. Explain the circumstances that make the collection of information necessary. Identify any legal or administrative requirements that necessitate the collection. Attach a copy of the appropriate section of each statute and regulation mandating or authorizing the collection of information.

The purpose of the Federal Citizen Information Center's (FCIC) National Contact Center customer satisfaction survey is to measure consumer satisfaction with the service and assess the effectiveness of marketing efforts.

The National Contact Center is a performance-based contract. One critical measure of the National Contact Center's customer service, as outlined in GSA's contract, is the use of customer satisfaction data. This survey is essential to gather the customer satisfaction data that is required to evaluate performance of the contract. The data will be collected for calls answered by an agent, callers using the automated messages, and e-mail responses.

As needed, the automated messages are modified or enhanced to provide vital Government information and referrals to callers 24 hours a day, seven days a week. The short survey to assess the quality and effectiveness of these automated messages will provide information that is instrumental to GSA's ability to improve the quality and delivery of this information.

2. Indicate how, by whom, and for what purpose the information is to be used. Except for a new collection, indicate the actual use the agency has made of the information received from the current collection.

The customer satisfaction survey will be delivered in three formats: 1) an automated telephone survey for callers who listen to automated messages, 2) an automated telephone survey for callers after they have spoken with an information specialist, and 3) a web survey for those who have received an e-mail response.

Automated Message Survey/Information Specialist Survey

The telephone survey for callers using automated messages will capture customer reactions regarding their ability to easily locate Government referrals or have their question answered via an automated message. In addition, the survey will record how the caller heard about the service and elicit comments and suggestions for service improvements.

The telephone survey for callers who speak with a specialist will capture customer feedback regarding the courteousness and professionalism of the specialist to whom they spoke. In addition, the survey will assess whether the caller feels he received the correct information. Also, the survey will record how the caller heard about the service and elicit comments and suggestions for service improvements.

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The e-mail survey will capture customer feedback regarding the quality of the e-mail response in terms of accuracy, organization, and timeliness. In addition, the survey will record whether the customer used our online FAQs before e-mailing us, and will elicit comments and suggestions for service improvements.

For the two phone surveys, information will be collected by an automated system operated by our network telephone service provider (Verizon). The information will be automatically deposited in a database that can be analyzed statistically. The survey data will be analyzed on a quarterly and annual ongoing basis.

For the e-mail survey, information will be collected via an online webform. The information will be automatically deposited into a database that can be exported to Excel to be analyzed. Feedback will be used to assess customer satisfaction for the project and to guide management to make course corrections that would improve service to the American people.

The National Contact Center will use survey information to improve overall customer service, fine tune the type of information provided in automated messages, enhance the delivery of those automated messages, and to evaluate the effectiveness of marketing activities to promote the Center.

Customer satisfaction data will be used to ensure that the National Contact Center's information specialists are courteous, professional, knowledgeable about searching the database to provide information and contact referrals, and responsive to customer needs. If survey ratings show that information specialists are performing inadequately in a service area, then appropriate training will be provided to improve communication skills, database knowledge, or responsiveness.

Customer satisfaction data will be considered when adjusting staffing levels in the customer service center. If customers feel that it is difficult to reach an information specialist, the automated messages may be modified or additional specialists may be added.

Customer satisfaction data will also be considered when scripting new information for automated messages, especially as decisions are made regarding the location and delivery of the information available through automated messages.

Customer satisfaction data will be used to develop training for e-mail information specialists, redefine the quality monitoring tools, and to determine future contract requirements.

Further, feedback from the survey will be used to assess the effectiveness of the Government's marketing activities. If the majority of callers learn about the National Contact Center from TV public service announcements rather than through telephone directories, FCIC may choose to place listings in only a limited number of telephone

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directories. This feedback will guide FCIC on how best to invest limited marketing funds to ensure the most impact.

Finally, the survey will garner feedback in the form of suggestions and comments from callers. These suggestions will be used to develop and implement enhanced services to further meet the needs of the public.

3. Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological collection techniques or other forms of information technology, e.g., permitting electronic submission of responses, and the basis for the decision for adopting this means of collection. Also describe any consideration of using information technology to reduce burden.

FCIC will administer the surveys via automated systems. Since the surveys are automated, no human is necessary to administer the questions, thereby reducing the cost to the Government. All surveys are designed to require less than three minutes for a user to complete, thus minimizing the burden to the public.

The use of an automated survey offers several advantages beyond cost. One, because customers are not responding to a person when answering questions, the customer has an increased level of comfort to honestly answer the questions. Second, since a portion of phone customers will go directly into the automated survey upon completion of their call, it reduces the burden that would be placed on the customer if they had to access the survey through another channel (on the web, etc.).

4. Describe efforts to identify duplication. Show specifically why any similar information already available cannot be used or modified for use for the purposes described in Item 2 above.

The customer satisfaction survey will be the only formal assessment of the public's perception of the quality of service they receive from the National Contact Center.

5. If the collection of information impacts small businesses or other small entities (item 5 of OMB 83-I), describe any methods used to minimize burden.

Information will be collected from National Contact Center customers, which include American citizens living in the U.S. and Canada. This information collection does not impact small businesses or other small entities.

6. Describe the consequence to Federal program or policy activities if the collection is not conducted or is conducted less frequently, as well as any technical or legal obstacles to reducing burden.

First, GSA's Statement of Work mandates that the National Contact Center is the primary vehicle for the American people to access, via the telephone, Government information

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and referrals. If the customer satisfaction survey is not conducted, FCIC will not be able to gauge the National Contact Center's effectiveness, quality, and service from its customers' perspective.

Second, FCIC will use survey information to improve the quality of its information provided in the automated messages. FCIC is depending on this survey to provide important information that will be used to improve the organization, content, and usefulness of the National Contact Center's current automated messages. Without this feedback, FCIC will be severely handicapped by not knowing what information the public needs. This is especially important since the automated messages are the primary telephonic means of obtaining Government information and referrals after business hours and during weekends.

Finally, FCIC is depending on customer feedback provided by this survey to assess the effectiveness of their marketing activities. For many years, FCIC's primary means of promoting the National Contact Center was through listings in the Blue Pages and other telephone directories in major metropolitan areas. Recently, FCIC has designed and launched marketing promotions through magazine, newspaper, radio, and television public service announcements. This is a formal assessment of the effectiveness of these activities.

7. Explain any special circumstances that would cause an information collection to be conducted in a manner requiring respondents to:

- **Report information to the agency more often than quarterly;**
- **Prepare a written response to a collection of information in fewer than 30 days after receipt of it;**
- **Submit more than an original and 2 copies of any document;**
- **Retain records, other than health, medical, government contracts, grant-in-aid, or tax records, for more than 3 years;**
- **In connection with a statistical survey, that is not designed to produce valid, reliable results that can be generalized to the universe of study;**
- **Require the use of a statistical classification that has not been reviewed and approved by OMB;**
- **Include a pledge of confidentiality that is not supported by authority established in statute or regulation, that is not supported by disclosure and data security policies that are consistent with the pledge, or which unnecessarily impedes sharing of data with other agencies for compatible confidential use; or**
- **Submit proprietary trade secrets, or other confidential information unless the agency can demonstrate that it has instituted procedures to protect the information's confidentiality to the extent permitted by law.**

There are no special circumstances that would cause this information collection to be conducted in an unusual or intrusive manner. All participation will be voluntary. All potential participants will be selected randomly, and most users access the National

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Contact Center a few times each year at most. Therefore, it is extremely unlikely that participants would be selected to participate more often than quarterly. This information collection is designed to produce reliable and valid results that can be generalized to the public.

8. If applicable, provide a copy and identify the date and page number of publication in the Federal Register of the agency's notice, required by 5 CFR 1320.8(d), soliciting comments on the information collection prior to submission to OMB. Summarize public comments received in response to that notice and describe actions taken by the agency in response to these comments. Specifically address comments received on cost and hour burden.

Describe efforts to consult with persons outside the agency to obtain their views on the availability of data, frequency of collection, the clarity of instructions and recordkeeping, disclosure, or reporting format (if any), and on the data elements to be recorded, disclosed, or reported. Consultation with representatives of those from whom information is to be obtained or those who must compile records should occur at least once every 3 years – even if the collection of information activity is the same as in prior periods. There may be circumstances that may preclude consultation in a specific situation. These circumstances should be explained.

For the last collection notice in the Federal Register (April 11, 2006), we received no public comments.

9. Explain any decision to provide any payment or gift to respondents, other than reenumeration of contractors or grantees.

Survey participants will not be offered any payment or gift in exchange for completing the survey.

10. Describe any assurance of confidentiality provided to respondents and the basis for assurance in statute, regulation, or agency policy.

Not applicable. (No personal information, including the respondent's name, address, e-mail address, or telephone number, will be collected during the survey, so the surveys are anonymous. There is no assurance of confidentiality, but we do explain, at the beginning of the survey, that the responses are anonymous.)

11. Provide additional justification for any questions of a sensitive nature, such as sexual behavior and attitudes, religious beliefs, and other matters that are commonly considered private. This justification should include the reasons why the agency considers the questions necessary, the specific uses to be made of the information, the explanation to be given to persons from whom the information is requested, and any steps to be taken to obtain their consent.

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The National Contact Center survey contains no sensitive or private questions. The survey only contains questions that assess customer service quality, and a question designed to learn how users heard about the National Contact Center. The survey assesses the extent to which customer service staff is courteous, professional, knowledgeable and responsive to customer needs. The survey also assesses the organization, content, and usefulness of the automated messages and the e-mail responses.

12. Provide estimates of the hour burden of the collection of information. The statement should:

- **Indicate the number of respondents, frequency of response, annual hour burden, and an explanation of how the burden was estimated. Unless directed to do so, agencies should not conduct special surveys to obtain information on which to base hour burden estimates. Consultation with a sample (fewer than 10) of potential respondents is desirable. If the hour burden on respondents is expected to vary widely because of differences in activity, size, or complexity, show the range of estimated hour burden, and explain the reasons for the variance. Generally, estimates should not include burden hours for customary and usual business practices.**
- **If this request for approval covers more than one form, provide separate hour burden estimates for each form and aggregate the hour burdens in Item 13 of OMB Form 83-I.**
- **Provide estimates of annualized cost to respondents for the hour burdens for collections of information, identifying and using appropriate wage rate categories. The cost of contracting out or paying outside parties for information collection activities should not be included here. Instead, this cost should be included in Item 13.**

Phone Survey:

Total call volume will be approximately 1,300,000 calls per year or about 110,000 calls per month. Of all consumers who call, 2.5 percent random sample will be selected or 32,500 customers per year. The sampling percentage may change depending on call volume in future years and actual number of survey respondents.

The expected response rate is 4 percent. With this response rate, the total number of participants is expected to be about 1,300 per year. At most, the survey will require three minutes (.05 hours) to complete. (Although the survey itself is estimated to require only 2 minutes to complete, an additional minute has been added to account for the time it may take an individual to leave additional comments on voicemail.)

The total time burden on the public will be 65 hours per year for the phone survey.

- 1,300 participants per year x .05 hours = 65 hours

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E-Mail Survey:

Total e-mail response volume will be approximately 60,000 e-mails per year, or about 5,000 e-mails per month. Of all consumers who e-mail, 15 percent random sample will be selected, or 750 per month.

The expected response rate is 10 percent. With this response rate, the total number of participants is expected to be about 900 per year. At most, the survey will require four minutes (.06 hours) to complete. (Although the survey itself is estimated to require less than 3 minutes to complete, an additional minute has been added to account for the time it may take an individual to type in additional comments.)

The total time burden on the public will be 54 hours per year for the e-mail survey.

- 900 participants per year x .06 hours = 54 hours

TOTAL = 119 hours

TOTAL PARTICIPANTS = 2,200

FCIC bases its assumption of a 4 percent participation rate on the results of the current phone survey. The assumption of a 10 percent participation rate for the e-mail survey is based on the survey immediacy, its ease of use and the assumption that people will be motivated to offer their views on a taxpayer supported service.

The sampling percentage may change in future years, depending on call and e-mail volume and the number of people who choose to participate.

13. Provide an estimate for the total annual cost burden to respondents or recordkeepers resulting from the collection of information. (Do not include the cost of any hour burden shown in Items 12 and 14.)

- **The cost estimate should be split into two components: (a) total capital and start-up cost component (annualized over its expected useful life) and (b) a total operation and maintenance and purchase of services component. The estimates should take into account costs associated with generating, maintaining, and disclosing or providing the information. Include descriptions of methods used to estimate major cost factors including system and technology acquisition, expected useful life of capital equipment, the discount rate(s), and the time period over which costs will be incurred. Capital and start-up costs include, among other items, preparations for collecting information such as purchasing computers and software; monitoring, sampling, drilling, and testing equipment, and record storage facilities.**
- **If cost estimates are expected to vary widely, agencies should present ranges of cost burdens and explain the reasons for the variance. The cost of purchasing or contracting out information collection services should be a**

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part of this cost burden estimate. In developing cost burden estimates, agencies may consult with a sample of respondents (fewer than 10), utilize the 60-day pre-OMB submission public comment process and use existing economic or regulatory impact analysis associated with the rulemaking containing the information collection, as appropriate.

- **Generally, estimates should not include purchases of equipment or services, or portions thereof, made: (1) prior to October 1, 1995; (2) to achieve regulatory compliance with requirements not associated with the information collection; (3) for reasons other than to provide information or keep records for the Government or (4) as part of customary and usual business or private practices.**

Not applicable.

14. Provide estimates of annualized costs to the Federal Government. Also, provide a description of the method used to estimate cost, which should include qualification of hours, operational expenses (such as equipment, overhead, printing, and support staff), and any other expense that would not have been incurred without this collection of information. Agencies may also aggregate cost estimates from Items 12, 13, and 14 in a single table.

FCIC has estimated the annualized cost to the Federal government by computing costs on the actual number of calls.

Since the phone surveys will be conducted by telephone, there will be no paper copies sent to respondents. This eliminates printing expenses and postage/return postage costs to distribute and return the survey. There will be additional charges for the phone line usage. We estimate this to be \$234.00, which is 1,300 surveys multiplied by 3 minutes per survey, multiplied by a phone line usage cost of approximately \$.06 per minute.

The e-mail survey will be completed by webform. The survey instrument we are using is \$200.00 per year for up to 1,000 respondents per month. Since we will have far less than 1,000 respondents per month, our total cost will be \$200.00.

The total for all surveys is approximately \$434.00 per year.

15. Explain the reasons for any program changes or adjustments reported in Items 13 or 14 of the OMB Form 83-I.

There is a program change in the annual reporting and recordkeeping hour burden due to several factors.

The number of respondents line was reduced to 2,200, versus 2,250 in 2003. We reduced the number of phone call respondents from 2,250 surveys to 1,300 surveys. We know, from recent survey results, that the participation rate will be lower than what we had

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projected in 2003. However, we added an e-mail survey. We estimate 900 respondents to that survey, for a total of 2,200 respondents.

The annual hours line was increased to 119 (from 112) because the e-mail surveys will take approximately 4 minutes versus the 3 minutes of the phone surveys. So, the phone surveys will only amount to a burden of 65 hours (versus 2003's burden of 2,250), but the e-mail surveys will add a burden of 54 hours, bringing the total to 119 hours.

16. For collections of information whose results will be published, outline plans for tabulation and publication. Address any complex analytical techniques that will be used. Provide the time schedule for the entire project, including beginning and ending dates of the collection of information, completion of report, publication dates, and other actions.

FCIC plans to begin data collection upon OMB approval. Survey data will be collected every month until the expiration of the OMB approval, 3 years from the approval date.

This information will allow FCIC to track customer satisfaction from quarter to quarter.

Survey results will be used internally by FCIC and the National Contact Center management staff to assess customer service performance per GSA's contract, improve the quality of its information provided in automated messages, and assess the effectiveness of marketing activities. There are no plans for formal publication of results.

17. If seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons that display would be inappropriate.

It is appropriate for the National Contact Center survey to display the expiration date for OMB approval. However, the survey will not be in paper format, it is only available via telephone. If directed, the OMB approval number and expiration date will be read during the survey introduction.

18. Explain each exception to the certification statement identified in Item 19, "Certification for Paperwork Reduction Act Submissions," of OMB Form 83-I.

Item 20 of OMB Form 83-I was not used.