

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

**B. Collections of Information Employing Statistical Methods**

**The agency should be prepared to justify its decision not to use statistical methods in any case where such methods might reduce burden or improve accuracy of results. When Item 17 on the Form OMB 83-I is checked, “Yes,” the following documentation should be included in the Supporting Statement to the extent that it applies to the methods proposed:**

**1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection methods to be used. Data on the number of entities (e.g., establishments, State and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection had been conducted previously, include the actual response rate achieved during the last collection.**

The annual potential respondent universe is 1,360,000 members of the general public who have contacted us to obtain information on Federal programs, benefits and services (1,300,000 for phone and 60,000 for e-mail.)

We will offer the survey to a random 2.5 percent of the phone consumers (32,500 persons) annually. We will offer the e-mail survey to 15% of the e-mail consumers (9,000) annually. The total offered is 41,500 surveys.

Of the 32,500 phone surveys, we estimate that 4% will respond (1,300) and that of the 9,000 e-mail survey, 10% will respond (900), for a total of 2,200 annual responses.

During our last information collection period, the response rate was approximately 4% for the phone. We have not done an e-mail survey, thus have no past response rates.

The phone selection is accomplished through Verizon based on random selection of 2.5% of the callers. The e-mail selection will be accomplished through the random selection of consumers who will receive “after the transaction” follow-up e-mails that link to the electronic survey.

**2. Describe the procedures for the collection of information including:**

- **Statistical methodology for stratification and sample selection,**
- **Estimation procedure,**
- **Degree of accuracy needed for the purpose described in the justification,**
- **Unusual problems requiring specialized sampling procedures, and**
- **Any use of periodic (less frequent than annual) data collection cycles to reduce burden.**

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The statistical methodology for sample selection is purely “every Xth user”. The estimates are based on prior experience. A high degree of sampling accuracy is not required in order to assess the effectiveness of the National Contact Center’s services. In fact, some “free-form” responses have proven quite valuable in improving our operations. However, there is no reason to doubt the accuracy of the survey results. There are no plans to use specialized sampling procedures or less frequent sampling.

**3. Describe methods to maximize response rates and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collections based on sampling, a special justification must be provided for any collection that will not yield “reliable” data that can be generalized to universe studied.**

To maximize responses rates, we are using automated surveys. 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 go directly into the automated survey upon completion of their call, it reduced the burden that would be placed on the customer if they had to access the survey through another channel (on the web, etc.). Third, our surveys are immediate and anonymous, so users do not need to feel worried that their response can be associated back to them personally. Fourth, our surveys are short and easy-to-use, thus reducing the burden and increasing the likelihood of response. Last, our service is free to the American public and we assume that people will be motivated to offer their views on a taxpayer supported service.

**4. Describe any tests of procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections of information to minimize burden and improve utility. Tests must be approved if they call for answers to identical questions from 10 or more respondents. A proposed test or set of test may be submitted for approval separately or in combination with the main collection of information.**

We do not anticipate performing any tests.

**5. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.**

There were no outside consultations on the statistical aspects of the design. The Channel Management Division (XCCM) will actually analyze the information for GSA. This division, which includes the National Contact Center, can be reached at (202) 501-1794.