

Office of Management and Budget Clearance Package

Customer Satisfaction Surveys:

Exempt Organization Compliance Area

Educational Letter Customers

Internal Revenue Service
Tax Exempt and Government Entities Division

May 2007

Background

The Exempt Organizations Compliance Area (EOCA) was created during FY2004 to supplement Exempt Organizations' traditional examination program. The EOCU's mission is to significantly increase IRS presence in the Exempt Organization community by touching more entities through educational mailings, Compliance Checks, and limited scope correspondence examinations. Now that we have been in existence for two full fiscal years and have established baseline measures in the Business Results category of Balanced Measures, it is appropriate to begin measuring Customer Satisfaction. The focus of this document is to explain how we will measure Customer Satisfaction in the Educational Letter arena.

Educational Letters are sent to taxpayers for a variety of reasons. We may send letters to explain changes in the law that may impact a particular segment of the EO population. Or, we may have identified an issue that is widely misinterpreted by the tax-exempt community, and clarification in a letter is more appropriate and timely than a form, law or procedural change.

There is no expectation that the taxpayer will respond to these letters. In fact, the letters explicitly state that no response is necessary.

The Customer Satisfaction Survey (CSS) we have designed will give us some assurance that 1) that our communication with them is clear 2) that we are impacting future compliance and 3) that we are doing all of the above with minimal taxpayer burden.

Research Methodology

The Educational Letters have no expectation of taxpayer response. Therefore, the most effective method to gain taxpayer feedback on the letters is by sending a survey to customers along with the educational letter. The EOCA consulted with TE/GE's Research and Analysis team and determined that based on a 95% confidence level it would be appropriate to send the survey to 20% of our FY2007 projected goal of 7,303 educational contacts. The sample size may increase or decrease once historical data is gathered. The taxpayer will be given the option of mailing, faxing or e-mailing the survey back to us. There will be no taxpayer identification on the survey but it will be coded to identify the particular project with which it is associated. The taxpayer will not be contacted a second time if we fail to receive a response.

Evaluation

The responses will be entered in to a database for analysis. The EOCA will have

one employee whose only duties will be to administer the CSS and another internal Quality Review System. The results of the analysis will be provided to the Director, Exempt Organizations, on a project basis every quarter.

Reports will include:

- Survey counts and overall response rates.
- The overall level of customer satisfaction with services provided by EOCA
- The averages and frequencies for all ratings questions.
- Which areas of service, in priority order, TE/GE should focus their resources to improve overall satisfaction.
- Analysis of the relationship between survey responses.

Tallies and Other Information

The following information is needed to satisfy OMB clearance requirements. It must be provided within 60 days after survey data collection operations are concluded:

1. FINDINGS: Provide a brief summary of significant (important) findings that were evidenced in the results.
2. ACTIONS TAKEN OR LESSONS LEARNED: Provide a brief summary of any actions taken or lessons learned as a result of the findings.
3. TAXPAYER PARTICIPATION:
 - a. SURVEYS:
 - i. Number of requests for taxpayer participation
 - ii. Number of questionnaires returned or interviews completed
4. DATE THE DATA COLLECTION BEGAN
5. DATE THE DATA COLLECTION ENDED
6. COST: Include printing, postage, travel, overtime payments, payments to vendors, and any other costs incurred as a direct result of the survey (do not include regular salaries of IRS employees).

Data will be collected between the period June 2007- October 2008.

Estimated Cost

There will be no cost to the government to administer this survey. EOCA staff will be responsible for mailing the survey, recording results, and prepare the quarterly reports.

Estimated Burden Hours

The following chart shows the number of educational letters the EOCA has mailed out since beginning operations:

	FY 04	FY 05	FY 06	Planned FY 07
Total Contacts	8,065	13,484	1,711	7303

The number of the educational contacts the EOCU makes varies from year to year. Sending the survey to 20% of the projected mailings in FY 2007, with a response rate of 50% (This percentage is an estimate since there is no historical data to determine a response rate), and an estimated completion time of 3 minutes per survey, we estimate total taxpayer burden at:

(7303 (full population) x 20% (sample size) x 50% (response rate) x 3 minutes = 2,190 minutes = 36.5 hours)

The security of the data used in this project and the privacy of taxpayers will be carefully safeguarded at all times. Security requirements are based on the Computer Security Act of 1987 and Office of Management and Budget Circular A-130, Appendices A & B. Physical security measures include a locked, secure office. Notes are stored in locked cabinets or shredded. Data security at the C-2 level is accomplished via the Windows NT operating system. Systems are password protected, users profiled for authorized use, and individual audit trails generated and reviewed periodically.

The IRS will apply and meet fair information and record-keeping practices to ensure privacy protection of all taxpayers. This includes criteria for disclosure—laid out in the Privacy Act of 1974, the Freedom of Information Act, and Section 6103 of the Internal Revenue Code—all of which provide for the protection of taxpayer information as well as its release to authorized recipients.

The survey will not contain tax return or taxpayer information. Survey participants will not be identified in any of the documents or files used for this project. We will limit and control the amount of information we collect to those items that are necessary to accomplish the research questions. We will carefully safeguard the security of data utilized as well as the privacy of the survey respondents. We will apply the fair information and record-keeping practices to ensure protection of all survey respondents. The criterion for disclosure laid out in the Privacy Act, the Freedom of Information Act, and section 6103 of the Internal Revenue Code provides for the protection of information as well as its releases to authorized recipients.

Statistical Contact

For questions regarding the study or questionnaire design or the statistical methodology, contact:

Vicki L. Hansen
Vicki.L.Hansen@irs.gov

Internal Revenue Service
Mail Stop 1112
P. O. Box 12307
Ogden, UT 84412
(801) 620-2131

Attachments

Exempt Organization Compliance Unit Educational Letters Customer Satisfaction Survey



TAX EXEMPT AND
GOVERNMENT
ENTITIES DIVISION
DIVISION

IRS Customer Satisfaction Exempt Organization Compliance Unit Educational Contact

The IRS is trying to improve its service to the public. You can help this important mission by answering the questions below. This voluntary survey takes about three minutes to complete. Your responses will be confidential and only reported in the aggregate. Simply fill in the appropriate numbered square on the scale next to the response that best applies to you.

The questions that follow ask your opinion regarding your most recent IRS exempt organizations compliance contact. For each question, *regardless of whether you agree or disagree with the final outcome*, please indicate your opinion by marking a number from 1 to 7, where 1 means "Very Dissatisfied" and 7 means "Very Satisfied".

How would you rate your satisfaction with the following?	Very Dissatisfied	Very Satisfied	Not Applicable
	1 2 3 4 5 6 7		
1. The ease of understanding the content of the letter	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		<input type="checkbox"/>
2. The topic addressed in the letter applied to your organization	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		<input type="checkbox"/>
3. The ease of finding an IRS contact telephone number	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		<input type="checkbox"/>
4. The person with whom you spoke was knowledgeable about the topic of the letter	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		<input type="checkbox"/>
5. Will you modify the way you previously prepared your information return (Form 990 series) based on the information contained in the letter?			<input type="checkbox"/> Yes <input type="checkbox"/> No
6. Please indicate your position with the organization. <input type="checkbox"/> Officer of the Organization <input type="checkbox"/> Authorized Representative <input type="checkbox"/> Neither of the above			
Additional Information			
7. How many paid employees work for your organization? <input type="checkbox"/> None <input type="checkbox"/> 1-9 <input type="checkbox"/> 10-99 <input type="checkbox"/> 100-499 <input type="checkbox"/> 500-999 <input type="checkbox"/> 1,000 or more	8. What are the estimated total assets of the organization? <input type="checkbox"/> Less than \$1,000,000 <input type="checkbox"/> \$1,000,000 - \$4,999,999 <input type="checkbox"/> \$5,000,000 - \$9,999,999 <input type="checkbox"/> \$10,000,000 or more		
9. Did you visit the IRS website for assistance? <input type="checkbox"/> Yes <input type="checkbox"/> No	If you have any suggestions for how the IRS can improve its service, or any comments, please provide them below.		

Please mail your response to:
DEPARTMENT OF THE TREASURY
INTERNAL REVENUE SERVICE
 PO Box 12307
 M/S 1112
 Ogden, UT 84412

If you wish to send the information by fax, our fax number is 801-620-2132. If you choose to email your response, please be aware that your email address and any identifying information contained in the email will be revealed to the IRS. Our email address is TEGE.eo.compliance@irs.gov.

The Paperwork Reduction Act requires that the IRS display an OMB control number on all public information requests. The OMB Control Number for this study is 1545-1432. Also, if you have any comments regarding the time estimates associated with this study or suggestions on making this process simpler, please write to the, Internal Revenue Service, Tax Products Coordinating Committee, SE:W:CAR:MP:T:T:SP, 1111 Constitution Ave. NW, Washington, DC 20224