

Part B

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 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 the potential respondent universe (including a numerical estimate) and any sampling or other respondent selection method 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.

Claes Fornell International (CFI) will complete up to 250 interviews per survey using the basic ACSI questionnaire of no more than 25 questions for one customer segment of each of 30 segments. Depending on the customer segment, a sampling method may be used.

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

Statistical methodology for stratification and sample selection.

CFI will perform data processing and preparation of a separate ACSI model for each segment, using the proprietary ADSI econometric model. Output of the model will be a set of indices, including indices for drivers of satisfaction, the satisfaction index, and the indices for outcomes of satisfaction. Additionally, the model produces impact scores that show the strength of the effect of each index on subsequent ones.

Estimation procedure.

Estimating information of private sector companies and some public sector agencies will come from the most recently released year of the American Customer Satisfaction Index.

Unusual problems requiring specialized sampling procedures, and

Any use of periodic (less frequent than annual) data collection cycles to reduce burden.

No unusual problems are anticipated. As discussed, approximately 30 customer satisfaction segmented surveys are anticipated throughout the year.

3. **Describe methods to maximize response 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 the universe studied.**

The contractor shall complete all surveys consistent with the objectives and constraints outlined in the contract, including the requirement to resolve any readiness and/or data problems, including non-response, as appropriate.

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 tests may be submitted for approval separately or in combination with the main collection of information.**

The American Customer Satisfaction Index (ACSI) is a cross-industry, cross-agency methodology for obtaining comparable measures of customer satisfaction. Along with other economic objectives – such as employment and growth – the quality of output (goods and

services) is a part of measuring living standards. The ACSIs ultimate purpose is to help improve the quality of goods and services available to the American people. The ACSI statistical model produces impact scores that show the strength of the effect of each index on subsequent scores. It will also benchmark FSA ACSI's versus other government agencies and the 180 companies measured in the ACSI.

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 persons who will actually collect and/or analyze the information for the agency.**
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