

DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SERVICE SATISFACTION COLLECTIONS

TITLE OF INFORMATION COLLECTION: Education Publication Source: Customer Satisfaction Survey

SURVEY **FOCUS GROUP** **SOFTWARE USABILITY TESTING**

DESCRIPTION OF THIS SPECIFIC COLLECTION

1. **Intended purpose:**

The Education Publications Center (ED Pubs) is a customer service center managed by the Department of Commerce, National Technical Information Services (NTIS). It focuses on quality control and customer satisfaction as it facilitates referral and distribution services. The survey for services provided through ED PUBS will be used as a measurement tool for determining the performance level provided by the contractor NTIS, as well as the efficiency of the ED PUBS operation.

2. **Need for the collection:**

The collections are needed to ensure that we are providing efficient, effective, and productive services to ED's external clients.

3. **Planned use of the data:**

We will use the data from the surveys to further modify, reform, and improve our services in order to make them as useful as possible for ED's clients.

4. **Date(s) and location(s).**

The surveys will be mailed out with every 10th order to all customers nationwide and made available electronically following all online orders.

5. **Collection procedures.**

The ED PUBS survey will be mailed out and emailed to customers who order products through the ED PUBS ordering system. Emailed surveys will be returned via email reply and postage mailed surveys will be returned via business reply mail.

6. **Number of focus groups, surveys, usability testing sessions.**

We anticipate on sending the survey out to over 50 customers monthly.

7. **Description of respondents/participants.**

The individuals expected to participate in this survey are high school guidance counselors, college financial aid administrators, parents, classroom teachers, principals, professors, students, legislators, and business and community organizations. This is a reoccurring survey that will be distributed with every 10th order (3times a week)

AMOUNT OF ANY PROPOSED STIPEND OR INCENTIVE: NA

BURDEN HOUR COMPUTATION (*Number of responses (X) estimated response or participation time in minutes (/60) = annual burden hours*):

Category of Respondent	No. of Respondents for 2010	Participation Time	Burden
Participant	Estimated 55 respondents	5 minutes	4 hours

BURDEN COST COMPUTATION N/A

Category of Respondent	No. of 2010 Respondents	Hourly Rate	Response Time	Total
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STATISTICAL INFORMATION

Through the survey we will strive to achieve a 75% response rate or higher. The completed surveys will be analyzed using a database to generate frequencies and percentiles, as appropriate for each question. Survey results will be examined and rated based on the quantity of each selection as well as added comments.

REQUESTED APPROVAL DATE: May 20, 2011

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