

## **OMB Control No. 0693-0031 – NIST Generic Request for Customer Service-Related Data Collections**

### **Weights and Measures Division Customer Satisfaction Survey**

#### **FOUR STANDARD SURVEY QUESTIONS**

**1. Explain who will be surveyed and why the group is appropriate to survey.**

The Weights and Measures Division's customers include federal, state and local regulatory officials, manufacturers and users of weighing and measuring devices, industry associations, packagers, retail establishments, educators, consumers, and other members of the public. The Division provides technical information to its customers through various forms of media, including printed publications, downloadable documents and information from the division's website, emails and phone conversations. This survey will be directed at users of these products in order to determine if we are meeting the needs of our customers.

**2. Explain how the survey was developed including consultation with interested parties, pre-testing, and responses to suggestions for improvement.**

Questions for this survey were developed by conducting a number of focus group meetings and by reviewing past surveys to determine what information would be most useful to us in identifying where changes are needed to better meet the needs of our customers.

**3. Explain how the survey will be conducted, how customers will be sampled if fewer than all customers will be surveyed, expected response rate, and actions your agency plans to take to improve the response rate.**

The survey will be sent out electronically to customers who have requested information from us through any format. A response rate of 50% is the target for this survey. In order to improve the response rate, we will modify our Technical Inquiry process to instruct staff to make customers aware of the survey and ask that they consider taking a few minutes to respond to it.

**4. Describe how the results of the survey will be analyzed and used to generalize the results to the entire customer population.**

The responses to the survey will be compiled and analyzed by staff during strategic planning sessions. Trends and recurring issues will be highlighted and used to modify processes within the Division. Specific customer complaints or concerns will receive individual follow-up when necessary. Results will also be used in reporting on Division goals as listed in the operations

plan.