

DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SATISFACTION SURVEYS

TITLE OF INFORMATION COLLECTION: Social Security Digital Signage Focus Groups

SSA SUB-NUMBER: A-05

DESCRIPTION OF ACTIVITY (*give purpose of activity, provide specific information; i.e., date(s) of survey, number of focus groups, locations, etc.*):

BACKGROUND

Approximately one year ago, the Social Security Administration (SSA) introduced the use of digital signage in the waiting room areas of seventeen field offices and the Orlando SSN Card Center. This technology consisted of digital “television” monitors that displayed multiple messages. Like other public and private organizations and agencies, SSA uses digital signage to educate its customers (in this case, the public) about its programs. Specifically, the Agency uses digital signage to:

- Inform office visitors about identify proofs and other documents required to complete certain types of in-office services;
- Educate office visitors about Social Security programs and services (especially information the public can access and transactions they can perform through Social Security’s Internet web site); and
- Encourage office visitors to use electronic services to conduct their business with SSA.

In July 2008, we assessed public reaction to and satisfaction with these “television” messages (we cleared this previous generic clearance with OMB as the “SSA Digital Signage Pilot Survey”). The results of this activity revealed several aspects of the Social Security TV presentation which the public felt could improve.

PROPOSED FOCUS GROUPS

Based on this public feedback, SSA created two revised SSTV presentations. We are now using these SSTV presentations in multiple field offices, and plan to conduct focus groups to evaluate public reaction to them.

On March 24-26, 2009, we plan to conduct six focus groups in Chicago, IL and Denver/Aurora, CO (the areas where our field offices are showing the new SSTV presentations) on the new SSTV presentations. Four of the focus groups will be with English speakers, and two will comprise Spanish speakers. All focus group participants will be members of the public who recently visited an SSA field office and viewed the SSTV.

IF FOCUS GROUP MEMBERS WILL RECEIVE A PAYMENT, INDICATE AMOUNT:

We plan to pay focus group members \$75 for their participation, as per OMB's instructions.

USE OF SURVEY RESULTS:

These focus groups will help SSA assess field office visitors' satisfaction levels with the two SSTV presentations. Using participant feedback, we can determine whether these presentations are better than our current presentations, and whether the public feels they help the agency better communicate.

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

Number of Responses: 60 (6 groups with 10 participants/group)

Estimated Response Time: 60 minutes

Annual Burden Hours: 60 hours

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