DOCUMENTATION FOR THE GENERIC CLEARANCE
OF CUSTOMER SATISFACTION SURVEYS

TITLE OF INFORMATION COLLECTION: Fiscal Year (FY) 2010 Internet Report Card
Survey

SSA SUB-NUMBER: D-01

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

BACKGROUND:

The Social Security Administration (SSA) annually surveys individuals who do business with us
to assess their satisfaction with the specific mode of contact they used. Because Internet
transactions have grown into an important method for doing business with SSA, we want to add
the satisfaction of Internet users into the calculation of our performance indicator. As part of this
effort, we will conduct the first Internet Report Card Survey to assess the satisfaction of the
people who use our online transactional services.

We have designed the survey, which we will conduct on an incremental basis, to 1) assess public
perception of the Internet transaction services provided by SSA and 2) collect information that
will help SSA understand the customer experience behind satisfaction ratings. The Internet
Report Card Survey will become one of four annual surveys (along with the 800 Number Caller,
Field Office Caller and Office Visitor Surveys) that SSA uses to produce its performance
indicator, "percent of individuals doing business with SSA who rate overall service excellent,
very good or good."

The FY 2010 Internet Report Card Survey will include individuals who completed SSA's online
applications for one of the following 1) retirement benefits, 2) Title II disability benefits, or 3)
Medicare Part D Subsidy. Online applications constitute the largest and most significant
category of SSA's Internet transaction workload which is why we selected these applicants to
assess. In subsequent years we plan to expand the Internet Report Card Survey to include other
categories of transactions.

SURVEY:

<u>Description of Survey</u>

The Internet Report Card Survey uses a brief, scannable questionnaire that SSA mails out to
selected respondents. When SSA receives the completed surveys, we forward them to our
contractors, who scan them and prepare a data file of survey results. SSA then computes data
tabulations and conducts an analysis of the survey findings.

To ensure a higher response rate, SSA will send a Pre-Notice postcard letting participants know they will soon be receiving a survey. Some time after we send the survey, we will mail out a Follow-Up postcard to remind participants about the survey and encourage them to complete it.

The survey covers aspects of online services that can have an influence on satisfaction. Specific questions include the following:

- How the person learned about SSA's online applications;

- Whether the person had help completing the application and who helped them;

- Satisfaction with the ease of finding and using the online application, including navigation, appearance, and explanations provided;

- Satisfaction with the ease of completing the online application, including answering questions, getting clarification, and the length of time it took;

- Satisfaction with explanations about the application process/benefits and the website's security and privacy;

- Overall opinion of SSA's online application;

- Likelihood to recommend SSA's online application to others and to use SSA's website for future business.

We have attached a copy of the questionnaire and the accompanying survey correspondence to this submission.

Statistical Information

Sample Selection

SSA maintains data files of all Internet transactions. We will use those files to select a random sample of individuals who complete an online application during a two-week period in October. We will stratify the sample to select an equal number (2,000 each) of retirement benefit, Title II disability benefit, and Medicare Part D subsidy applications.

The following table shows the online applications that SSA processed in FY 2008 based on SSA's e-Service Usage Statistics. To produce a combined Internet satisfaction rating, we will weight the survey data to reflect the actual universes recorded for each online application during the sample period.

Online Application	Yearly Universe
Retirement Benefits	450,000
Disability Benefits	260,000
Medicare Part D Subsidy	280,000

Methodology

For the sake of consistency, we plan to follow the same methodology we use for the Office Visitor Survey. First, we will send a Pre-Notice postcard to all sampled individuals advising them to expect the survey questionnaire. Within three business days, we will mail the questionnaire with a cover letter explaining the purpose of the survey. Five business days later, we will send a follow-up letter and another copy of the questionnaire to all sampled individuals.

Response Rate

SSA will take the following steps to maximize response rates:

- To minimize the time between the customers' service experience and the survey, we will select the sample listing shortly after the individual completes the online application.

- We will mail out a Pre-Notice postcard within a few days after sample selection to inform participants that 1) we have selected them for the survey and 2) they should be on the lookout for the envelope containing the questionnaire. Using a postcard format allows the recipient to quickly see that the survey is sanctioned by SSA. Additionally, the postcard will identify the contractor who is conducting the survey for SSA, and should increase the likelihood that participants will open the envelope when they receive the questionnaire.

- We will mail out the actual survey questionnaire within three business days after sending the Pre-Notice postcard. An SSA official signs an enclosed cover letter, which encourages the individual to respond by emphasizing the importance of the survey and the confidentiality of their response.

- Five business days after the first mailing, we will mail a follow-up letter and a duplicate questionnaire to all individuals in the sample. We will not send more than one follow-up because responses for service satisfaction surveys must be obtained shortly after the date of the contact (while respondents' perceptions are still fresh) to ensure their validity and utility.

- The questionnaire is short and has an eye-catching title. We have designed the scannable questionnaire for ease of use by an aged and disabled population; e.g., font sizes will be larger, difficult fill-in bubbles are not used.

Using methods similar to these, we have achieved a consistent response rate of approximately 50 percent with past surveys (e.g., Office Visitor Survey). There response rates are the highest possible considering that time permits only a limited number of contacts.   We expect to achieve an equally good response rate in this survey.

Sampling Variability

The key variable in the Internet Report Card Survey is overall satisfaction with the Internet transaction (i.e., percent giving a rating of excellent, very good or good). Based on earlier surveys conducted by SSA with these same populations, we estimate the overall satisfaction rating will be 98 percent for retirement applicants, and 88 percent for both Title II disability and Medicare Part D subsidy applicants.

The sample size of 2,000 for each online application is large enough, assuming a 50 percent response rate, to provide a sampling variability at the 95-percent confidence level of +/-1.4 percent for retirement applications and +/-1.9 percent for disability and Medicare Part D subsidy applications.

The Office of Quality Performance (OQP) will perform all sampling and data analysis. Dan Zabronsky, Director of SSA's Division of Modeling in OQP, provides statistical support and is available for discussion of statistical-related issues.

IF FOCUS GROUP MEMBERS WILL RECEIVE A PAYMENT, INDICATE AMOUNT

We will not compensate participants for this survey.

USE OF SURVEY RESULTS:

SSA will use the results of this survey to evaluate and improve various aspects of its Internet services. In addition, we will use the study results in combination with results from the 800 Number Caller, Field Office Caller, and Office Visitor surveys to report a combined performance indicator of customer satisfaction for the agency each year.

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

Number of Responses: 6,000
Estimated Response Time: 5 minutes
Annual Burden Hours: 500 hours

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