

Change Request for Commercial Service Annual Customer Satisfaction Survey 0625-0262

JUSTIFICATION

The Commercial Service requests permission to modify the currently approved Commercial Service Annual Customer Satisfaction Survey. The current version of the survey includes both marketing and customer service-related questions and takes about 30 minutes to complete. Total annual respondents equal 1,500 and total burden hours are 750.

We would like to split the survey into 2 separate surveys, with one survey covering the marketing questions and a separate survey covering the customer satisfaction questions. We would also like to modify, delete and add some new questions and attributes to the customer satisfaction survey. The changes that we are proposing are insignificant and would not change the total burden hours. The questions and attributes that we wish to add are very similar to the currently approved survey content. The modifications are necessary due to the identification of clients' current satisfaction issues and modifications in the Commercial Service's customer service priorities. The current 30 minute questionnaire is relatively long and we wish to reduce the time burden placed on each respondent.

The 2 proposed surveys ("Commercial Service Client Perception and Awareness Survey" and "[Revised] Commercial Service Annual Customer Satisfaction Survey") would take 15 minutes each to complete and we expect to have 1,500 unique respondents for each survey. One set of 1,500 clients would receive the marketing-related survey and a different set of 1,500 respondents would receive the customer satisfaction-related survey. Therefore the overall burden hours would remain at 750.

Commercial Service Client Perception and Awareness Survey

We propose to take the 8 marketing questions (questions 1-8 from the currently approved Commercial Service Annual Customer Satisfaction Survey) and create a separate "Commercial Service Client Perception and Awareness Survey" with those 8 questions. There would be no changes to these questions.

Please see the attached "Commercial Service Client Perception and Awareness Survey."

Commercial Service Annual Customer Satisfaction Survey

Questions 9 - 16 of the currently approved Commercial Service Annual Customer Satisfaction Survey relate to customer satisfaction. We propose to delete some of these questions and attributes, modify some, use some without change and add some new related questions.

Please see the attached "[Revised] Commercial Service Annual Customer Satisfaction Survey." We have changed the rating scale in most questions from a 10 point to a 5 point anchored scale. We made this change to make it easier for clients to answer the questions and because we do not need the granularity of a 10 point scale if it inconveniences our clients.

The questions and/or attributes on the revised survey are marked as either revised, new or same. In instances where we revised questions or attributes, the changes are very minor and were made for clarification purposes.

The new questions include:

- 1 closed question regarding satisfaction with client service attributes
- 2 open-ended answers to explain a previous answer and to comment on issues not covered in the survey.
- 2 demographics questions relating to company size and export experience to assist us in analyzing the data and determining if certain client segments have differing satisfaction levels.
- 1 optional question regarding interest in participating in pilots of new export services

Please see the “[Currently approved] Commercial Service Annual Customer Satisfaction Survey” to see the questions and attributes that we deleted and did not include on the new “[Revised] Commercial Service Annual Customer Satisfaction Survey”.

Deleted questions include:

- Q. 10 regarding expectations
- Q. 11 regarding ideal rating
- Q. 14 regarding service consistency
- Q. 16 open-end question for comments