

**OMB Supporting Statement
IRS Large & Mid-Size Business Division
INTERNATIONAL CUSTOMER SATISFACTION SURVEY 2010**

Background

In an effort to improve on the three pillars of balanced measures, a Large and Mid Sized Business (LMSB) Measures Taskforce was formed to design organizational-level balanced measures for the new LMSB operating division. One of the immediate needs identified was the determination of the level of satisfaction of our external customers. To this extent it was recommended that a customer survey be distributed. This initiative is a part of the Service-wide effort to establish a system of balanced organizational performance measures as mandated by RRA 98. This is also a result of Executive Order 12862, which requires all government agencies to survey their customers and incorporate customer preferences in their process improvement efforts.

Objective

A primary goal for the contractor shall be to use the customer feedback to identify and prioritize service improvements the IRS should make in the improvement of overall customer satisfaction. The survey questions will be designed to gather customer feedback and experiences with regard to courtesy, professionalism, fairness, resolution, timeliness and communication. The objective of the customer satisfaction survey scores will be to gauge international customer expectations and perceptions about LMSB services. Each customer surveyed will be given an opportunity to express their opinion about the services they have received. The product of the customer satisfaction survey scores should facilitate more effective management of LMSB by:

- Providing insight from the customer's perspective about possible improvements.
- Providing useful input for program evaluation and execution at the programmatic and field office level of service delivery.

Research Methodology

The methodology used in this survey will be a mail survey with 4 waves, i.e., prenote advising customer to expect survey, survey document, postcard reminder, and survey document with reminder. Taxpayers residing in Puerto Rico and Spanish speaking countries will receive a questionnaire in Spanish.

Survey will include for census of revenue agent customers and random sample of taxpayer compliance officer and tax examiner customers. Based on FY08 program audits, 5,000 survey solicitations are expected. PCG will provide semi annual reports for TCO and TE customers and annual report RA customers

Information Collection Dates

Mailings of the survey will be conducted monthly for 12 month consecutive months beginning within 30 days of OMB approval. Anticipated first mailing to be mid July 2010 for cases closed in January-June 2010. Customers surveyed will be taxpayers who have experienced an audit by the LMSB International business unit. Approximately 5,000 customers will be solicited to participate in the survey.

Data to be Collected

Attached to this document are survey draft questionnaire, pre-note, survey solicitation letter, postcard reminder and survey follow-up solicitation letter. NPC will conduct the mailing and data collection. Data analysis and reports will be completed by PCG. The culmination of the responses will create a score that will be tabulated based on numerical scores given on the response questions. Scoring for this contract will be based on the Customer Satisfaction Survey Score response average keystone question – “Regardless of whether you agree or disagree with the final outcome, how would you rate your overall satisfaction with the way your examination was handled?” Questions will utilize a 1-5 rating scale, with 1 being very dissatisfied and 5 being very satisfied.

Estimated Burden Hours

Each survey will take about ten minutes to complete. Based on average survey population of 5,000 solicitations and a response rate of 60%, total hours would be 600 hours.

Non response to Survey	$2,000 \times 3 \text{ minutes}/60 = 100 \text{ hours}$
Responding to Survey	$3,000 \text{ participants} \times 10 \text{ minutes}/60 = 500 \text{ hours}$

The answers provided are anonymous and the business and individual identity information is not shared with the IRS. They are under no obligation to complete the survey, it is completely voluntary. However, the pre note and reminders will stress that their answers will help the IRS provide better service to the business community.

How data will be used

In FY07 a reorganization of Small Business/Self Employed led to LMSB acquiring a new group of taxpayers. These taxpayers are individuals, partnerships and corporations with addresses outside of the US but who have US taxable income. These taxpayers’ returns are audited by field audits and correspondence audit. By surveying and analyzing this customer base, it will afford LMSB management the opportunity to make informed business decisions to improve upon customer satisfaction.

How data will be analyzed

The culmination of the responses will create a score that will be tabulated based on numerical scores given on the response questions. Scoring for this contract will be based on the Customer Satisfaction Survey Score response average keystone question –

“Regardless of the outcome of the exam, rate your overall satisfaction with the audit process”. Subsets of scores will be derived for each of the questions.

Who is conducting research?

LMSB Planning, Quality, Analysis and Support contracts the survey which is conducted by an outside contractor, Pacific Consulting Group (PCG). PCG is responsible for administration of the survey and analysis of the data obtained. The survey document is printed and mailed under GPO contract that covers all IRS mail surveys. The printing/ mailing contractor is Data Recognition Corporation (DRC).

Anonymosity, Disclosure, and Security

All survey responses will be released only as summaries. No individual answers will be reported and survey responses will have no effect on individual tax accounts. Customers are under no obligation to participate or complete the survey, it is completely voluntary. However, the participation solicitation will encourage their participation so that their answers will help the IRS provide better service to the business community. Our contract with PCG authorizes them to collect taxpayer specific information. Therefore responding to the survey is not an unauthorized disclosure of taxpayer information. Prior to taking the survey, each participant who would like to verify the authenticity of the survey request, may contact Jim Morton, LMSB Program Analyst by phone (404-338-7127) or by email (jim.morton@irs.gov).

Estimated Cost

Total estimated cost associated with this survey is \$88,000.

Contact

For questions regarding the study or discussion guide design, contact:

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Attachments:

- A: Survey Questionnaire draft
- B: Pre-note to Taxpayer
- C: Survey Solicitation letter
- D: Post Card follow-up
- E: Survey Solicitation Follow-up letter