

Supporting Statement
Defense Technical Information Center (DTIC)
Generic Customer Satisfaction Surveys
Reinstatement
(OMB Control Number 0704-0403)

A. JUSTIFICATION

1. Need for Information Collection

The purpose of these surveys is to assess the level of service the Defense Technical Information Center (DTIC) provides to its current customers. The surveys will provide information on customer satisfaction with several attributes of service that impact the level of overall satisfaction. In addition, the surveys will help DTIC (1) gauge the level of satisfaction among its registered users and (2) identify possible areas for improving our products and services. These customer satisfaction surveys are required to implement Executive Order 12862, dated September 11, 1993, titled "Setting Customer Service Standards"; the memorandum of the Deputy Secretary of Defense dated January 7, 1994, directing the components to apply the principles in the Executive Order to all of their customers; the GPRA of 1993; and the E-Government Act of 2002.

2. Use of the Information

The information obtained by these surveys will be used to assist DTIC senior management in determining agency business policies and processes that should be selected for examination, modification, and reengineering from the customer's perspective. These surveys will also provide statistical and demographic information for other projects. Future surveys will be used to assist monitoring of changes in the level of customer satisfaction over time.

3. Improved Information Technology

Survey design, data collection, analysis and reporting functions are all automated. Respondents have the option to be surveyed via email or through the DTIC Web site. In very limited numbers, respondents without email or Internet access may be interviewed via telephone using Web-based call scripts. To preclude potential respondent confusion, complete submission instructions appear in the advance notification letter as well as in the introduction and end of email and Web-based electronic survey questionnaires. All electronically generated response data will be automatically downloaded into specified databases for analysis and reporting.

4. Efforts to Identify Duplication

There is no current data existing in the Department of Defense (DoD) that addresses the levels of customer satisfaction with DTIC information products and services.

5. Methods Used to Minimize Burden on Small Entities

Collection of this information does not have a significant impact on small business.

6. Consequences to Federal Program or Policy Activities If the Collection Is Not Conducted or Is Conducted Less Frequently

Not collecting the information, or collecting it less frequently, would result in the inability to effectively measure customer satisfaction and improve products and services based on feedback.

7. Special Circumstances

Collection of this information does not require any of the characteristics of collection cited in 5 CFR 1320.5(d)(2).

8. Agency 60-Day Federal Register Notice and Consultations Outside of the Agency

Public comments were solicited in the Federal Register on 9 November 2009 Vol. 74, No. 215, p.57663-57664 (copy attached). No comments were received.

9. Payments to Respondents

No payments or gifts will be provided to the respondents.

10. Confidentiality

All survey response data is anonymous and only group statistics will be reported. No identifying or special codes are to be used on any form printed and/or electronically transmitted for purposes of collecting data from respondents.

11. Sensitive Questions

There are no sensitive questions asked in this information collection.

12. Estimated Burden and Burden Hour Cost

DTIC's customer base has historically experienced response rates in the 15-27 percent range. The estimated average time to complete the Web-based survey is five to ten minutes. There are two respondent cost categories that have been developed to better describe the respondent cost burden. Total Annual Burden Hours:

a. Estimation of Annualized Respondent Burden

Questionnaires	No. of Respondents	Frequency per Response	Total Annual Responses	Burden per Responses	
Customer Satisfaction	5000	1	5000	10 minutes	
DTIC CARES Evaluation	2000	1	2000	3 minutes	
DoDTechipedia Customer Care	1000	1	1000	3 minutes	
Small Business Web Site User	200	1	200	3 minutes	
Human Systems Web site	200	1	200	3 minutes	
Web Usability	150	1	150	3 minutes	
New Users	1400	1	1400	8 minutes	
Search Enhancements	100	1	100	3 minutes	
Customer Retention Feedback	80	1	80	3 minutes	
Additional Customer Satisfaction Adhoc Surveys	2000	1	2000	3 minutes	
Total annual hour burden to respondent (estimated)	12130	1	12130	4	809
Three years total of hour burden to respondent (estimated)	12130 (3yrs)=33390	1	12130 (3yrs)=33390	4	2427

Total annual reporting burden hours is 809. This figure was derived by multiplying number of respondents (12130) x frequency of response (1) x hours per response (4 minutes).

13. Respondent Costs other than Burden Hour Costs

There are no capital or start-up costs associated with this information collection. Any cost burdens to respondents as a result of this collection are identified in question 14.

14. Estimated Annualized Cost to the Federal Government

Labor for Web-based survey instrument:

Development, oversight, administration, reviewing and processing the questionnaire and returns (GS-12/2 \$36.19/hr. x 80hrs. x 3) \$ 8,685.60

Report writing, editing and finalizing data for presentation (GS 12/5 \$39.70hr.x 80 hrs. x 4) \$12,704.00

Total Estimated Annualized Cost to the Federal Government \$21,389.60

15. Changes in Burden

This is an extension of the currently approved collection, OMB Control Number 0704-0403. The total annual hour burden has been adjusted since the last OMB approval, due to the implementation of additional survey instruments.

16. Publication Plans/Time Schedule

The analyzed data will be made available to management in a composite report format for the purpose of improving the products and services afforded DTIC registered users. Once approved by management, summary results from the collection of respondents' data may also be published on DTIC 's Web site as well as used in promotional materials.

17. Approval Not to Display Expiration Date

Exception to the policy is not being sought.

18. Exceptions to the Certification Statement

No exceptions to the certification statement are being sought.

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

1. The current DTIC customer base to be surveyed is more than 29,000 registered users. The population universe is composed of the Defense community including components of the Department of Defense (DoD), military services, other federal government agencies, U.S. government contractors and universities involved in federally funded research. Historically, response rates for electronic Web surveys have been in the 15-27 percent range. A sufficient or valid number of individuals will be included in the various survey samples to achieve a 95 percent confidence level, with a + or – 5 percent error rate.

2. Procedure for the Collection of Information

- a. Statistical methodology for sample selection: Each qualified product/service segment within our user population has been identified, recorded, and stored in agency databases. Statistically valid samples will be drawn from approximately 29,000+ DTIC's registered user customer base.
- b. Degree of accuracy needed: The goal is to achieve a 95 percent confidence level with an error rate of + or –5 percent.
- c. Unusual problems requiring specialized sampling procedures: None.
- d. Cyclical data collection: Information will be collected from users on a periodic basis. This will preclude any undue respondent burden.

Maximization of Response Rates, Non-Response and Reliability

Based on years of previous DTIC survey activity, customer satisfaction surveys conducted within our DoD community have historically experienced response rates in the 15-27 percent range. To increase response rates, DTIC has developed a two-prong strategy: first, develop simple and easy-to-use instruments, and second, maximize use of electronic distribution/collection channels. A series of similarly designed surveys has been prepared to effectively measure DTIC product/service satisfaction levels. These surveys contain 25 or fewer questions that use plain, coherent, unambiguous language and acronyms that are understandable to the respondent. Electronic instruments are easy to use and time sensitive, making it simple for respondents to complete and submit.

A cover letter for each electronic email announcing the survey will encourage user response. Targeted email follow up notices will be transmitted to a maximum of 3 times to all respondents within 7-10 days of the original survey transmission. To increase awareness, periodic organization-wide publicity (rollout) campaigns will be launched 30-45 days prior to any information collection. The campaign will detail the significance of each collection effort and its impact on the decision-making process.

To preclude and/or minimize single respondent, multiple submission problems, individual email survey responses are electronically and visually screened for duplication prior to downloading.

3. Tests of Procedures

The survey instruments undergo extensive review by key agency personnel for question composition and appropriateness. Based on input from actual customers, DTIC management and the Marketing team, the customer satisfaction survey has been modified for content, ease of use and expanded to include Web user access. The survey instrument undergoes extensive in-house review and in-field testing prior to deployment. After critical review, the feedback is used to continually improve the quality of the instruments.

5. Statistical Consultation and Information Analysis

a. A consultant firm will sometime perform and provide DTIC with survey implementation and survey consulting services. Services include designing sample size, developing survey instruments, analyzing raw data, and preparing final reports.

b. The information will be monitored by:

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