

## **DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SATISFACTION SURVEYS**

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**TITLE OF INFORMATION COLLECTION:** 800 Number Caller Survey for FY 2010 and Continuing

**SSA SUB-NUMBER:** C-03

**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. As part of this effort, we conduct the 800 Number Caller Survey, in which we interview members of the public who called SSA's 800 number to complete their transactions. We designed the survey, which takes place shortly after the participant's 800 number call, to 1) measure public perception of SSA's 800 number service and 2) collect information that will assist us in understanding the customer experience behind the satisfaction ratings. SSA has been conducting a satisfaction survey with this population since 1989.

### **SURVEY**

#### **Description of Survey**

SSA will conduct the 800 Number Caller Survey over a 4-week period in March/April 2010. We conduct the survey in the same general timeframe each year to maintain comparability of results. An SSA contractor will conduct the survey interviews by phone. The survey covers a variety of topics relating to SSA's 800 number service, including the following:

- The type of business the person was calling about;
- The kind of benefits the person was calling about (if applicable);
- Satisfaction with how quickly the person got served on the 800 number;
- The person's level of comfort using the automated speech recognition system;
- Ease of getting the automated system to understand the type of service needed;
- Whether the person chose to conduct business using one of the automated services offered on the 800 number;

- Whether the person was able to take care of all business completely using the automated service;
- Whether the person continued with the call and spoke to an agent;
- Whether the person was asked for identifying information before speaking to the agent and the ease of that process;
- Whether the 800 number offered to call the person back if all agents were busy and satisfaction with the callback process;
- Satisfaction with the time on hold waiting for an agent;
- How the caller would rate the service provided by the agent, including courtesy, job knowledge level, helpfulness, and clarity of explanations;
- If the caller was unable to complete all business during the 800 number call, which modality they used to do so;
- The caller's overall rating of the 800 number service;
- The caller's service preferences for future business, including a series of questions on the use of the Internet.

Attached is a copy of the survey script which is identical to last year's survey.

### **Statistical Information**

#### **Sample Selection**

SSA draws the sample for the 800 Number Caller Survey from the automatic number identifier (ANI) detail data supplied by the contractor for SSA's national 800 number telephone network. During the 4-week sample selection period, we process ANI data to identify completed calls that represent individuals who "got through" to the 800 number. We select individuals who have used automated services and/or spoken to a representative, or hung up while waiting to be served.

SSA's 800 number receives about 60 million calls each year. Based on this volume, we anticipate that over the 4-week period of the survey the 800 number will receive approximately 5 million calls. From this universe, we will randomly select 4,000 unique telephone numbers via a random generator program that uses selected digits of the current date and time. We will use these originating numbers to attempt to contact and interview the individuals who placed the sample calls. During the initial contact we will screen out calls that originate from a public or business telephone, since we cannot usually identify individuals who call from such locations.

## **Methodology**

As we mentioned above, SSA-approved contractors will conduct this survey by telephone and translate the survey questionnaire into computer-assisted interviewing (CATI) software so that interviewing and data input of the individual's responses occur simultaneously. The CATI software also ensures that only questions pertinent to the individual's circumstances are asked, allowing for complicated question paths while still minimizing response burden.

## **Response Rate**

To maximize the response rate for this survey, SSA will:

- Select samples twice a week (to minimize the time between the customers' service experience and the survey);
- Transmit sample listings to the contractor within a week of the 800 number call;
- Have the contractor arrange call attempts for daytime, evening, and weekend hours;
- Have the contractor arrange callbacks and leave messages for the sampled individual as necessary, and provide a toll-free number for return calls to encourage participation;
- Provide Spanish-speaking interviewers as necessary.

In the past few years, using this methodology with similar populations, we typically achieved response rates of around 50 percent. Considering that the telephone number is the only contact information available to the contractor, this response rate is remarkably good. We routinely review the information recorded by the contractor each year to monitor any significant trends in the reasons for non-response and to ensure adequate efforts have been taken by the contractor to achieve a good response rate.

## **Sampling Variability**

In the FY 2009 800 Number Caller Survey, overall satisfaction with 800 number telephone service was rated 78 percent excellent, very good or good. For FY 2010, our proposed sample size of 4,000 is large enough to allow for the screening of business calls and, assuming a 50 percent response rate from the remaining sample, provide a sampling variability at the 95-percent confidence level of +/-2.1 percent for this key indicator of satisfaction.

SSA's Office of Quality Performance (OQP) will perform all sampling and data analysis. Dan Zabronsky, Director, Division of Modeling, Office of Quality Data Management, SSA, will provide statistical support. OMB can reach him at (410) 965-5953.

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

We will not compensate participants in this survey.

**USE OF SURVEY RESULTS:**

SSA will use the results of this study to assess customer satisfaction with the 800 number service, and to evaluate and improve various aspects of its 800 number service. We will also combine the results of the 800 number survey with the findings from the Field Office Caller and Office Visitor surveys to report a combined performance measure for the Agency each year: “percent of the people doing business with SSA who rate overall service excellent, very good or good.”

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

Number of Responses: 4,000  
Estimated Response Time: 10 minutes  
Annual Burden Hours: 667 hours

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