

DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SATISFACTION SURVEYS

TITLE OF INFORMATION COLLECTION: Fiscal Year (FY) 2011 Field Office (FO) Caller Survey

SSA SUB-NUMBER: F-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) Service Delivery Feedback Program mandates that we annually survey individuals who do business with SSA to assess their satisfaction with the specific mode of contact they used. As part of this mandate, we are conducting the FY 2011 FO Caller Survey in which we will interview members of the public who contacted an SSA FO by telephone to transact their business. We designed the survey, which takes place shortly after the participant's FO call, to 1) measure public perception of FO telephone service and 2) collect information that will assist us in understanding the customer experience behind satisfaction ratings. SSA has been conducting a satisfaction survey with this population since 1997.

SURVEY

Description of Survey

SSA conducts the FO Caller Survey over a four-week period beginning in April/May 2011. We conduct the survey in the same general timeframe each year to ensure comparability of results. An SSA contractor will conduct the survey interviews by telephone. The survey covers a variety of topics related to SSA's FO caller service, including the following:

- Satisfaction with how quickly the caller got through to the FO;
- Whether the person had to make more than one call that day to reach the office;
- Ease of understanding of the FO's automated phone message;
- What action the person took after hearing the FO's automated phone message;
- Whether the person left a voice mail message and if they received a return call;
- Whether the person was connected immediately or had to wait on hold for an agent;

- Satisfaction with the time spent on hold waiting to speak to an agent;
- Satisfaction with the courtesy, job knowledge level, and helpfulness of the agent;
- What happened to callers who were unable to get served that day;
- If the person was unable to complete their business on the phone during their call, which contact method they would use to do so;
- The person's overall rating of the FO telephone service;
- The person's service preference for future business;
- The type of business the person was calling about; and
- The kind of benefits the person was calling about (if applicable).
- The callers need for special accommodations to do business with SSA because of a medical condition, what those special accommodations are, and their satisfaction with how well SSA meets their needs.

FY 2011 survey is almost identical to the survey used in FY 2010. We changed the order in which we present some questions, expanded the questions on Internet use, and added a few questions about the need for special accommodations.

Statistical Information

Sample Selection

We will first select a random sample of 50 FOs to participate in the survey. The mix of sampled offices will accurately represent all ten SSA regions and all types of FOs. During the four-week sample selection period, we will process the recorded call data to identify completed calls representing individuals who "got through" to these 50 FOs.

The 50 FOs selected for the survey receive approximately 3 million calls each year. Based on these estimates, we anticipate that over the four-week period of the survey they will receive 250,000 calls. From the universe of calls received, we will randomly select 4,000 unique telephone numbers. We will use these originating numbers to attempt to contact and interview the individuals who placed the sample calls. During the interview process, we screen out calls that originate from a public or business telephone, since we cannot usually identify individuals who called the FO from such locations.

Methodology

As we mentioned above, SSA-approved contractors conduct this survey by telephone and will 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 asked are pertinent to the individual's circumstances, 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 FO call;
- Have the contractor make at least 15 attempts to reach the caller over a 3-week period in an effort to obtain the highest possible response rate;
- Have the contractor arrange call attempts for daytime, evening, and weekend hours;
- Have the contractor arrange call backs 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 most recent FO Caller Survey for FY 2010, the response rate was 54 percent. We anticipate we will achieve a similarly good response rate in the FY 2011 FO Caller Survey. 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 the contractor makes adequate efforts to achieve a good response rate.

Sampling Variability

The key variable in the FO Caller Survey is overall satisfaction with telephone service. In the FY 2010 FO Caller Survey, the overall satisfaction with FO telephone service was 75 percent excellent, very good or good. 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, will provide a sampling variability at the 95-percent confidence level of +/-2.3 percent for this key indicator of satisfaction.

SSA's Office of Quality Performance performs all sampling and data analysis. Dan Zabronsky, Director 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
(No more than \$25 can be authorized under OMB rules):

N/A

USE OF SURVEY RESULTS:

SSA uses the results of this study to evaluate and improve various aspects of its FO telephone service. We also combine the results of the Field Office Caller survey with the findings from the 800 Number Caller, Office Visitor, and Internet Report Card surveys to report a combined performance measure for SSA 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.

NAME OF CONTACT PERSON: Debbie Larwood

TELEPHONE NUMBER: 410-966-6135