

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

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**TITLE OF INFORMATION COLLECTION:** Fiscal Year (FY) 2012 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) 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 FO Caller Survey in which we 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 2012. We conduct the survey in the same general timeframe each year to maintain comparability of results. An SSA contractor conducts the survey interviews by telephone. The survey covers a variety of topics related to SSA's FO caller service, including the following:

- Callers' satisfaction with how quickly they got through to the FO;
- Whether callers had to make more than one call that day to reach the office;
- Ease of understanding the FO's automated phone message;
- What action the caller took after hearing the FO's automated phone message;
- Whether callers left a voice mail message and if they received a return call;
- Whether the caller 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;

- What happened to callers who were unable to get served that day;
- Whether callers were able to complete their business during their call;
- Callers' rating of the FO telephone service overall;
- The nature of the caller's business and the type of benefits involved;
- Whether callers tried to take care of their business some other way before calling the 800 number and what action they took;
- Callers' service preferences for future business, including a series of questions on the use of the Internet; and
- Whether callers needed special accommodations to do business with SSA because of a medical condition, what those special accommodations are, and their satisfaction with how well SSA met their needs.

### **Statistical Information**

#### **Sample Selection**

We will first select a random sample of 50 FOs to participate in the survey. The mix of sampled offices accurately represents all ten SSA regions and all types of FOs. During the four-week sample selection period, we will process files of incoming 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 randomly select 4,000 unique telephone numbers. We 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**

An SSA-approved contractor 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 we ask only questions 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 2011, the response rate was 51 percent. We anticipate we will achieve a similarly good response rate in the FY 2012 FO Caller Survey. Considering 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 2011 FO Caller Survey, the overall satisfaction rating was 77 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 (OQP) 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):*

We will not compensate participants in this survey.

**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 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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