

DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SERVICE SATISFACTION COLLECTIONS

TITLE OF INFORMATION COLLECTION:

Editorial Services Customer Satisfaction Survey

SURVEY **FOCUS GROUP** **SOFTWARE USABILITY TESTING**

DESCRIPTION OF THIS SPECIFIC COLLECTION

The Editorial Services portion of FEBI Operations provides written responses to written inquiries from students, parents, financial aid administrators, members of Congress, and others seeking information about Title IV federal financial aid programs. Editorial Services receives inquiries via electronic and paper formats. Electronic inquiries include e-mails to the e-mail address studentaid@ed.gov, e-mails generated from forms on Federal Student Aid web sites, such as Student Aid on the Web, and e-mails forwarded from other ED offices. Editorial Services receives non-control paper inquiries through Federal Student Aid's P.O. Box 84 in Washington, D.C. and also through re-routes from Federal Student Aid Headquarters and from Application Processing. Editorial Services receives paper inquiries controlled through the Secretary of Education's office. This control mail originates from congressional representative and senate offices, the White House, and inquiries to the Secretary of Education's office.

Federal Student Aid has not previously conducted surveys of the customers of Editorial Services. To gain a better understanding of customer satisfaction, Federal Student Aid plans to survey recipients of Editorial Services written correspondence. Federal Student Aid then plans to generate reports and analyze the data to seek ways to improve services to our inquirers.

Federal Student Aid believes that a survey of recipients of correspondence produced by the Editorial Services Unit will greatly improve the quality of correspondence. As stated above, Federal Student Aid has not previously conducted surveys of the customers of Editorial Services. Other than internal quality control protocols, currently there is no method of confirming that the correspondence produced by Federal Student Aid is responsive to customer's inquiries.

Data collected from the Editorial Services Customer Satisfaction Survey will be analyzed and used to improve standard paragraphs and form letters that are used to create responses to inquiries. The data will also be used to determine issues and concerns of constituents. These issues and concerns will eventually help Federal Student Aid develop future requirements and solutions to improve service.

Federal Student Aid will plan to implement the first sample during the quarter after receiving OMB approval for the survey instrument. In the first quarter of the survey, we will sample e-mail responses only. The following quarter, we will continue to sample e-mail responses and will add non-control written responses to the survey sample. The following quarter and each quarter thereafter, we will sample e-mail responses, non-control written responses, and control written responses.

Once each quarter, we will sample 1000 e-mail responses and 400 pieces of outgoing written correspondence, following the roll-out plan described in section 4.0. Each quarter when we

begin the survey process, we will include the survey offer in every applicable response until we reach the designated sample size.

The recipient of the survey offer will be the addressee of the response. For example, the recipient of the survey for Congressional control mail will generally be the Congressional office, unless the Congressional office asked us to send the response directly to the constituent who initiated the inquiry.

We will not include the following categories of contacts in the survey sample:

- PIN notification letters sent to PIN owners whose PINs may have been compromised.
- FTP (forward to processor) letters, which simply inform the customer that we received a form which should have been sent to a different address, so we have forwarded the form to the processor at the correct address. There is no customer question with this type of correspondence.
- Any letters and e-mails to which we don't write a response, e.g., thank you notes and spam.

Federal Student Aid will place the OMB-approved survey on a server at the Virtual Data Center designated FEBI work. During the sampling week each quarter, Editorial Services e-mail responses will invite the recipient to take a survey and include a link to the Web-based survey. The data will then be transferred from the survey server to the datamart server that houses the FSAIC survey data. Data from the datamart will be used to generate reports. The data in the datamart will not be associated with the original inquiry. The Web-based survey will be the only channel by which e-mail correspondents may complete the survey. The web-based survey will automatically capture the channel of inquiry and channel of response along with the survey data.

With the second phase of the roll-out (see section 4.0), Federal Student Aid will add a paper version of the survey. Editorial Services will include a copy of the survey together with a return envelope addressed to P.O. Box 84 in Washington, D.C. with each sampled written response. The paper survey will include the Web address (URL) for the Web-based survey, so the respondent can choose whether to fill out the survey online or return the paper copy. If the respondent uses the Web-based survey, the system will automatically capture the data and transfer the data from the survey server to the datamart server. If the respondent returns the paper survey, an electronic interface will be used to add the data record to the datamart. Data from the datamart will be used to generate reports.

AMOUNT OF ANY PROPOSED STIPEND OR INCENTIVE

N/A

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

Category of Respondent	No. of Respondents	Participation Time	Burden
Electronic Survey Response	4000	1 minute	66.67 hours
Written Survey Response	1600	1 minute	26.67 hours
Totals	5600		93.34 hours

BURDEN COST COMPUTATION

Category of Respondent	No. of Respondents	Hourly Rate	Response Time	Total
Student/Parent/Financial Aid Administrators/Congressional Staff*	5600	\$18.38	1 minute	\$102,928
Totals				

* Average hourly wage earnings of production and non-supervisory workers on non-farm payrolls- US Department of Labor and Statistics

STATISTICAL INFORMATION

If statistical methods are to be used, fully describe the methodology, sample selection, expected response rates, and any other concepts needed to provide a full understanding of those methods.

N/A

NAME OF CONTACT PERSON:

Kwaku Appiah

TELEPHONE NUMBER:

202-377-3723

MAILING LOCATION:

830 First Street, NE

RM 31F4

Washington, DC 20202

ED DEPARTMENT, OFFICE, DIVISION, BRANCH:

Federal Student Aid

Students Channel

Applicant Products and Customer Service Division