

U.S. Department of Commerce
Request for Approval under the “Generic Clearance for the Collection of
Routine Customer Feedback” (OMB Control Number: 0690-0030)

TITLE OF INFORMATION COLLECTION:

Advocacy Center Customer Satisfaction Comment Card

PURPOSE:

The International Trade Administration’s U.S. Commercial Service (CS), Advocacy Center (AC) is using this instrument to create an accurate measure of AC client satisfaction. There is renewed attention within the federal government on improving customer service with the passing of the Government Performance and Results Act (GPRA) Modernization Act in 2010 and the issuance of a Presidential Order in May 2011. The AC does not have any customer feedback mechanism in place. CS currently measures client satisfaction in, “Assistance with trade advocacy/ international government procurements” in its CS-wide survey; however, this survey doesn’t query formal AC Clients and the question does not capture big “A” Advocacy Services.

AC leadership will use these responses to tailor AC client interactions and continue to refine client services.

DESCRIPTION OF RESPONDENTS: Respondents are active Advocacy Center Clients who consumed Advocacy Center Services in a time period as specified by the Advocacy Center.

TYPE OF COLLECTION: (Check one)

- | | |
|--|---|
| <input checked="" type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> Other: _____ |

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: Americo (Mack) Tadeu

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No

2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
3. If Applicable, has a System or Records Notice been published? Yes No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Private Sector	1000	5 minutes	83 hrs
Totals	1000	5 minutes	83 hrs

FEDERAL COST: The estimated annual cost to the Federal government is _____ \$0 _____

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?

Yes No

If the answer is yes, please provide a description of both below (or attach the sampling plan)?

If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

This survey will draw respondents from our client lists that have been contacted by the Advocacy Center in the last time period that the Advocacy Center is surveying. For example, our initial survey captures customer satisfaction in FY12Q1 will only seek respondents who have been contacted by the AC from October 1, 2011 to December 31, 2011. The nature of AC work is inherently significant (in depth consultation is completed with the client at the outset) and the population of clients is relatively small. Therefore, all clients who were contacted in the time period will be contacted and a sampling methodology is not required.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
 - Web-based or other forms of Social Media
 - Telephone
 - In-person
 - Mail
 - Other, Explain
2. Will interviewers or facilitators be used? Yes No

Please make sure that all instruments, instructions, and scripts are submitted with the request.