

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

TITLE OF INFORMATION COLLECTION:

Commercial Services Program Feedback Comment Cards

PURPOSE:

Expanding U.S. exports is a national priority to improving U.S. trade performance. The department of Commerce’s (DOC) International Trade Administration (ITA) including the U.S and Foreign Commercial Services (CS) are key U.S. government agencies responsible for assisting U.S. organizations to export and/or conduct business overseas. The CS provides export promotion services such as market research, client counseling and trade missions. To accomplish its mission effectively and efficiently CS requires ongoing client feedback on its programs.

Comment cards and an email tagline enable CS to track client satisfaction and performances of international Posts and domestic United States Export Assistance Centers (USEACs). The transactional comment cards also enable the CS to identify potentially unsatisfied clients and take timely action to resolve the situations. Clients benefit from this information collection because it is used to improve services provided to them (public).

Email taglines provide clients an opportunity to provide real-time feedback to CS colleagues regarding their current experience. This information allows CS colleagues to make any service adjustments or stay-the-course as indicated by clients’ feedback.

1. Customer Feedback Forms - Services and Events: the comment card is sent to clients, via email as a comment card link, at the completion of a fee-based service. The comment card is sent approximately two weeks after completion of the following services and trade events. A reminder is sent, as needed, two weeks after the initial comment card is sent.

Matchmaking and contacts - Services which help clients establish an overseas business presence by providing pre-scheduled appointments with potential partners and on-site support in targeted markets. It combines market research, orientation briefings, introductions to potential partners, interpreters for meetings, and export counseling.

Market intelligence - This includes information on market conditions and opportunities in foreign countries, background reports on potential foreign partners and export-related seminars and webinars.

Market promotion and exposure. – Services to help U.S. companies identify and plan promotional events that maximize their market exposure to professional industry associations and end users in target markets.

Business Facilitation Service - Logistical and administrative support to U.S. clients while on international business travel such as: interpretation and translation services; pick-up and delivery of bid documents; assistance with product seminars; use of U.S. Commercial Service facilities and space; videoconferencing facilities; and courier services.

2. Customer Feedback – Trade Information Center (TIC) Automated Phone Comment Card:

The TIC operates a trade information hotline (1-800-TRAD) and serves as a comprehensive resource for information on all U.S. Federal Government export assistance programs. The Center is operated by the International Trade Administration of the U.S. Department of Commerce for the 20 federal agencies comprising the Trade Promotion Coordinating Committee (TPCC). At the conclusion of a phone call with TIC staff, clients are provided with the option to participate in an automated phone comment card to assess their satisfaction with the TIC.

3. Customer Feedback Form - Email Tagline: A tagline with a link to a comment card at the bottom of client service employees’ e-mail messages to enable clients to submit feedback at anytime. Often, a client may work with Commercial Service or TAC Center staff for several months before a service or case is completed and a comment card is sent. ITA wishes to provide clients with an opportunity to give feedback at any point during the course of a service or case without having to wait several months until the service or case has been completed.

The tagline would encourage recipients of the e-mail to click the comment card link and provide feedback on service quality. Samples of taglines could be similar to “Please tell me about the quality of service that I have provided to you” or “Please let me know how well I have served you.” A link to a Comment Card would immediately follow the tagline. This comment card would ask a client to rate the likelihood to recommend the service provided by a particular staff member. The client would also be able to select from a drop-down box, the name of the appropriate person who provided assistance. The names in the drop-down lists would be tailored to a specific office or region. This information will be used for quality assurance purposes. Comment card responses will be used to assess client satisfaction, identify client issues, record client results and recognize exemplary service providers.

DESCRIPTION OF RESPONDENTS:

- 1. Respondents have participated in an event or fee based service.
- 2. Respondents have called the TIC Hotline seeking information and assistance.
- 3. Respondents are current or potential clients or anyone who received an email from the Trade Specialist.

TYPE OF COLLECTION: (Check one)

- Customer Comment Card/Complaint Form
- Usability Testing (e.g., Website or Software)
- Focus Group
- Customer Satisfaction Comment card
- Small Discussion Group
- 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: _____ Debra Delay _____

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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? [] Yes [X] No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? [] Yes [] No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? [] Yes [] No

Gifts or Payments:

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

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
1. Individuals or Households; private sector & State, local or tribal governments; and federal government - (Services/Events)	6,000	5 minutes	500
2. Individuals or Households; private sector & State, local or tribal governments; and federal government (TIC phone comment card)	1,000	5 minutes	83.3
3. Private sector & State, local or tribal governments; and federal government (email tagline)	1,000	10 minutes	166.7
Totals	8,000		750

The estimated respondents/responses and burden hours are for the entire approval period of this collection.

FEDERAL COST: The estimated annual cost to the Federal government is \$7,000.

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?

[X] 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?

1. Services and events: CS has a list of all organizations or individuals who has participated in a service or event and each will receive a transactional comment card.

2. TIC phone comment card: anyone who calls the TIC may opt in/out of taking the phone comment card.

3. Email taglines: anyone who receives an email from the Trade Specialist has the opportunity to access the tagline link and provide comments.

There will not be a selection process.

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.