

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 Clients Qualitative Interviews

PURPOSE:

The U.S. Commercial Service (CS) provides customized business solutions for promoting the export of goods and services from small- and medium-sized U.S. businesses in the global marketplace. The goal of the CS is to deliver a consistent, coordinated, and positive customer experience resulting in 100% customer satisfaction. The CS created the Process Improvement Team to achieve this goal and to ensure that the organization’s products and services are customer-driven. The primary mechanism used by the CS to gather client feedback on CS services is a comment card (previously approved under this information collection) sent via e-mail link to all clients upon the completion of a fee-based service. To supplement this quantitative data, the CS will continue to conduct focus groups and would like to revise this collection to include interviews which will provide qualitative research on the following topics:

- **Investigation of Client Satisfaction Trends:** Investigate client satisfaction trends, particularly negative trends, to help determine appropriate actions to improve client satisfaction with ITA services. Transactional comment cards will alert us to a negative satisfaction trend, but will not provide the details about specifically why clients are unhappy or what solutions would improve the situation. We will rely on Qualitative Client Interviews to provide the detailed descriptive information that we need to develop appropriate solutions.
- **Service Enhancement Research:** Obtain exporter opinions, recommendations and suggestions on how to improve certain services or aspects of services or obtain client opinions on proposed revisions to CS services.

DESCRIPTION OF RESPONDENTS:

Respondents are current or potential clients or any who’ve received an email from the Trade Specialist.

TYPE OF COLLECTION: (Check one)

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

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
Investigation of Client Satisfaction Trends	100	45 minutes	75
Service Enhancement Research	100	45 minutes	75
Totals	200		150

FEDERAL COST: The estimated annual cost to the Federal government is \$7,500.

If you are conducting a focus group, comment card, 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. **Investigation of Client Satisfaction Trends:** any organization or individual who has participated in a service or event will receive a transactional comment card. After comment card is received, CS will contact organization or individual for interview to obtain feedback to improve export assistance services.

2. **Service Enhancement Research:** any organization or individual who has participated in a service or event will receive a transactional comment card. After comment card is received, CS will contact organization or individual for interview to obtain feedback of deliverable services or revisions/templates of services. Revisions/templates will be provided before interview.

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