

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

TITLE OF INFORMATION COLLECTION: BusinessUSA Contact Center Customer Satisfaction Survey

PURPOSE:

On October 28, 2011, the President issued a challenge to government agencies to think beyond their organizational boundaries in the best interest of serving America's business community, and start thinking and acting more like the businesses they serve. He directed the creation of BusinessUSA, a centralized, one-stop platform to make it easier than ever for businesses to access services to help them grow and hire. BusinessUSA implements a "no wrong door" approach for small businesses and exporters by using technology to quickly connect businesses to the services and information relevant to them, regardless of where the information is located or which agency's website, call center, or office they go to for help.

The BusinessUSA Program Management Office (PMO) coordinates the strategy, design, development, launch, and operation of BusinessUSA. The BusinessUSA Senior Contact Center Specialist coordinates the enhancement of a centralized contact center for responding to public questions about federal programs and services as it relates to small business and exporters. One of our requirements is to strive for 90% customer satisfaction and report results to OMB, the survey will be conducted to achieve this requirement.

DESCRIPTION OF RESPONDENTS: To customers who call the BusinessUSA Contact Center with business related inquiries.

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" 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: Efrain Gonzalez

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, 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 No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Private Sector	12,000	1 minute	200
Totals (1 thousand per month/yr)	12,000		200

FEDERAL COST: The estimated annual cost to the Federal government is \$4,700.

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?

The survey will be offered to customers calling the BusinessUSA Contact Center at 1 (800) FED-INFO. There are two ways a caller can participate in the survey. The first is called the IVR survey. Callers that find the information they are looking for in the recorded information and who do not need agent assistance, take the IVR survey. This is done by pressing the star key. The second is the IVR/Agent survey. If a caller is selected for the survey and at any point presses the prompt for agent assistance they will take the IVR/Agent survey. Those that call after business hours are only offered the IVR survey. This survey will be conducted for one year.

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 submit all instruments, instructions, correspondences (emails, letters, etc.) to respondents, and scripts as separate documents along with this request document.