

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0960-0788)

TITLE OF INFORMATION COLLECTION: eServices Kiosk Customer Satisfaction Survey

DESCRIPTION OF ACTIVITY:

Background: Electronic Services, also known as eServices, offer the public, businesses, and other government agencies access to the Social Security Administration’s (SSA) Internet, automated telephone, and direct data exchange services. SSA is piloting kiosks to provide convenient access to eServices for the public. The current phase of the project includes placement of four kiosks in public locations in the Mid-Atlantic area.

The kiosks will allow customers to conduct SSA business through existing eServices applications. The kiosks will also have a video teleconferencing element in the event further assistance is necessary to complete transactions. In the pilot phase, the kiosks will provide eServices that take less time for members of the public to complete (e.g., change of address, direct deposit, benefit verification etc.).

We are proposing to survey the public to gage their satisfaction with the use of the kiosks for eServices. The information will be used to assess the viability of providing kiosks at more locations nationwide.

The survey and intercepts will ascertain:

- Who the kiosk customers are
- Whether the kiosks are easy to use
- What changes need to be made to the kiosks

Methodology:

- We will provide a link for survey participants to complete the customer satisfaction survey after they take an eService action on the kiosk. The link will be imbedded in the kiosk’s application as a uniform resource locator or URL. The survey is voluntary to users of the kiosks.
- We will use an automated collection tool for the survey. The web-survey will be displayed in a format participants can easily read and complete. The pilot kiosks will be available with the survey in early 2014.
- An SSA-employee moderator will conduct intercepts* at the kiosk location(s) with volunteer participants.

*Similar to an in-depth interview, an intercept is a one-on-one interview to collect independent reactions about products, services, advertisements, or concepts.

TYPE OF COLLECTION:

- Customer Comment Card/Complaint Form
- Customer Satisfaction Survey
- Usability Testing (e.g., Website or Software)
- Small Discussion Group
- Focus Group
- Other: Intercepts

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: **Faye Lipsky, Reports Clearance Officer, Social Security Administration**

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? No, respondents will not be paid for their participation.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time (minutes)	Burden (hours)
Survey	500	5	42
Intercepts	30	5	2
Totals	530		44

BURDEN HOUR COMPUTATION (Number of responses (X) estimated response time (/60) = annual burden hours):

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?

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 - Survey Sheet/Questionnaire
2. Will interviewers or facilitators be used? Yes No

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

USE OF RESULTS:

We will use the research results to determine the public's satisfaction and ease with using the kiosks. It will also help us determine whether the kiosk is a viable tool for the public to do business with SSA.

See attached copy of the proposed focus group questions, scenarios, and screenshot of the proposed mobile website

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