

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

TITLE OF INFORMATION COLLECTION: Field Office Intercepts – Social Security Administration (SSA) National Communications Campaign

DESCRIPTION OF ACTIVITY:

Background: This customer satisfaction activity is in support of two of SSA’s fiscal year 2014 goals of increasing online services to the public. The current proposed contact seeks to evaluate SSA’s national communications campaign via 45 field office intercepts.

Objectives: Test various informational messages for online applications, Retire Online, my Social Security, and a combination of the two using field office intercepts.

SSA is specifically seeking feedback to determine the following:

- Which messages best resonate with our customers?
- Which messages best inform our customers about our online services?
- Which messages best motivate our customers to use Social Security’s online services?

Methodology: We are proposing to conduct SSA field office intercepts with 45 participants. Similar to an in-depth interview, an intercept is a one-on-one interview to collect independent reactions and feedback about products, services, advertisements, or concepts. An SSA employee serving as moderator will conduct the intercepts in a local field office with volunteer participants.

TYPE OF COLLECTION: (Check one)

- | | |
|------------------------------------------------------------------------|-------------------------------------------------------|
| <input 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 checked="" type="checkbox"/> 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, intercept respondents will not be paid for their participation.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time (minutes)	Burden (hours)
Individuals	45	10 min	8

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

FEDERAL COST: This research incurs no cost to the Federal Government.

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 participant selection criterion for this research is as follows:

■ **Retire Online**

- o 60 - 67 year olds, who are eligible for Social Security retirement benefits and have not yet retired

■ **my Social Security**

- 61 - 75 year olds, some who receive Social Security benefits; and some who are eligible for, but do not yet receive Social Security benefits
- 45 - 60 year olds, some who receive Social Security benefits; and some who are eligible for, but do not yet receive Social Security benefits

■ **Combination of Retire Online and my Social Security**

- 45 - 75 year olds, some who receive Social Security benefits; and some who are eligible for, but do not yet receive Social Security benefits_

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:

SSA will use the results of the field office intercepts to enhance a comprehensive cross platform national marketing campaign.

See attached copies of the proposed online focus group and intercept questions.

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