

UNITED STATES MINT  
QUANTITATIVE CONSUMER RESEARCH (CSM Tracking Survey)  
10/18/2011

## **I. Introduction /Purpose of the Research**

The purpose of the Customer Satisfaction Measurement Tracking quantitative research is to collect information from United States Mint customers to monitor and evaluate overall customer satisfaction with United States Mint products and services, including product quality, communications, and order placement. Conducting this survey enables the United States Mint to track the impact of efforts designed to increase customer satisfaction levels on a continuous basis.

## **II. Sample Design and Methodology**

The Customer Satisfaction Measurement Tracking Survey is designed to be a web-based survey among United States Mint customers. For those customers without Internet access, a toll-free number will be provided for completing the survey by phone. The survey will be conducted continuously and results will be reported on a quarterly basis. A total sample of 900 interviews will be completed for each wave, for a total sample size of 3,600 interviews completed annually.

The sampling technique for this survey will be based on a simple random sample of United States Mint customers. The new sample for active United States Mint customers will be obtained from United States Mint lists.

The contractor will provide a report to include results from key customer segments, specifically new and tenured customers. The contractor, National Analysts, will code, clean, weight and tabulate data collected from the survey.

## **III. Customer Satisfaction Measurement Tracking Survey Design**

This research project is designed to include a total of ten survey questions and should take approximately five minutes to complete. The CSM tracking survey is designed to be completed via Internet or by telephone on a quarterly basis. The Customer Satisfaction Measurement Tracking Survey covers the following topics:

- Overall satisfaction and purchase intent
- Overall Satisfaction with recent order
- Satisfaction with product quality and communications
- Overall satisfaction in the past 90 days

## **IV. Methods to Maximize Response Rates**

This survey approach is designed to minimize the amount of intrusion and burden placed on customers. Accordingly, no telephone calls will be made to customers or taking other "intrusive" measures that normally might be used to maximize response rates. The plan is to mail out approximately 8,000 invitations each wave, explaining that

participation is totally voluntary. United States Mint expects that roughly 85 percent of those customers who attempt to access the survey will actually complete it in its entirety. No monetary incentive will be offered.

#### **V. Estimate of the Burden Hours**

The collection of information will involve completion of the survey via the Internet or via telephone interview with up to a maximum of 3,600 randomly selected respondents on an annual basis. The average interview length for all respondents will be approximately 5 minutes. Therefore, the total estimated burden for this survey is 288 hours over the next 12 months.

	CSM Tracking Survey –Annual
All respondents	3600
Average Interview Minutes	5
Total estimated burden	288