

UNITED STATES MINT
QUANTITATIVE CONSUMER RESEARCH – Product Fulfillment Survey
12/12/2011

I. Purpose of the Research

The purpose of conducting the United States Mint Product Fulfillment Survey is to collect information from customers to monitor their satisfaction with key aspects of order fulfillment performance and communications. The objective of conducting this survey is to get insights from customers on their perceptions of fulfillment performance, and use this information to make ongoing improvements and to better serve customers.

II. Sample Design and Methodology

The United States Mint Product Fulfillment Survey is designed to be conducted continuously during the next 9 months. This will be a web-based survey of customers. The survey will be conducted continuously and results will be reported via a monthly scorecard.

A random sample of United States Mint customers will be used for this survey, and a quarterly sample of 3,000 will be completed. A total of 9,000 web-based surveys will be completed by the end of FY 2012.

The sample for United States Mint customers will be obtained from the customer database lists. National Analysts will code, clean, weight and tabulate data collected from the survey.

III. Product Fulfillment Survey Design

The survey should take approximately 15 minutes to complete and will cover the following topics:

- Satisfaction with and importance of multiple aspects of recent order
- Specific reasons for dissatisfaction with any element of order fulfillment (open end)
- Satisfaction with each of the individual items received in most recent order
- Method of order placement (phone, internet, mail-in form, subscription, etc.)
- Shipping service/speed satisfaction and future needs
- Satisfaction with product/service areas
- Awareness/engagement

IV. Methods to Maximize Response Rates

This survey approach is designed to minimize the amount of intrusion and burden that is placed on customers. Accordingly, calls will not be made to them, nor will other “intrusive” measures that normally might be used to maximize response rates. We plan to send e-mail invitations to customers explaining that participation is totally voluntary. 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 with up to a maximum of 3,000 randomly selected respondents for each quarterly survey wave. The average survey will take approximately 15 minutes to complete. Therefore, the total estimated annual burden for this survey wave is 2,250 hours.

	Product Fulfillment Survey
All respondents	9,000
Average Interview Minutes	15
Total estimated burden	2,250