

UNITED STATES MINT  
QUANTITATIVE CONSUMER RESEARCH – FY 15 CSM TRACKING SURVEY  
7/16/2014

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

This is a request for OMB clearance for the United States Mint's ongoing Customer Satisfaction Measurement Tracking study, which provides a continuing measure of trends in United States Mint customer experience and performance on key business metrics. This collection was fielded in FY14 under OMB control number 1525-0012-0185.

The purpose of this collection is to monitor overall customer experience, satisfaction with product quality (i.e., overall, coins/items, product packaging), and other important touch points impacting customer satisfaction with products and services. Conducting this survey enables the United States Mint to assess the impact of efforts designed to increase customer satisfaction levels on a regular basis. It is the primary mechanism for tracking and reporting overall customer satisfaction with the products and services we offer to the American public and, therefore, is used as an important factor in calculating the United States Mint's goal sharing score. In addition, it provides indicators of targeted areas where customer satisfaction can be improved.

Part of the United States Mint's mission is to produce and make collectible coin products available directly to the American public. Executive Order No. 12862 (September 1993), titled "Setting Customer Service Standards," establishes a mandate for the government to improve and adhere to best practices when providing customer service directly to the American people, such as by conducting research to determine satisfaction with existing services and to ensure the kind and quality of services offered are aligned with those the public wants (Section 1b). To effectively accomplish these goals, the United States Mint utilizes a combination of accepted research methods that shed light on the awareness, satisfaction and preferences among the public as they relate to collectible coin products and services. This survey is one element of that research.

The consequence of not performing this collection is the United States Mint's diminished ability to maintain service levels that satisfy customers.

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

The Customer Satisfaction Measurement (CSM) Tracking Survey is designed to be a web-based survey among active United States Mint customers (i.e., those who have made at least one purchase in the previous 12-month period). For those customers without Internet access, we will provide a toll-free number for completing the survey by phone. The survey will be conducted in four regular waves throughout the year and results will be reported via a quarterly scorecard and quarterly PowerPoint presentation. A total sample of 900 completes will be targeted for each wave, for a total sample size of

3,600 surveys completed annually. This sample size will allow us to analyze results based on various customer segments, including tenure and spend levels.

The sampling technique for this survey will be based on a simple random sample of active United States Mint customers (as defined above). The sample for active customers will be obtained from the customer database lists. Based on our historic response rates and our experience with this survey, we anticipate inviting 10,000 to 15,000 customers per quarter to respond to the survey in order to achieve the targeted 900 completes.

The data collected will be compiled into a report to include results from key customer segments, specifically new and tenured customers. Collected survey data will be coded, cleaned, weighted and tabulated. Key results reported include the United States Mint's Customer Satisfaction Index, or CSI – which is a reportable agency metric indexing overall customer experience and customer satisfaction with product quality – as well as coding and classification of customer open-end responses.

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

The CSM tracking survey is designed to be completed via Internet or by telephone on a quarterly basis. The survey will include an optional rotational section to obtain customer feedback on relevant product and service related issues and will delve deeper into the following topic areas:

- Overall satisfaction, experience and product quality
- Satisfaction with product attributes
- Satisfaction with (marketing) communications
- Satisfaction with customer service and fulfillment
- Satisfaction with website
- Future behaviors
- Demographics (United States Mint specific)

### **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. Based on our historical experience with this instrument, the United States Mint plans to mail out approximately 10,000 to 15,000 invitations each wave, explaining that participation is totally voluntary and that their feedback will be used to help improve the products and services we offer. Respondents can complete the survey at a time convenient to them. The 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 on the web or by telephone with up to a maximum of 900 randomly selected respondents for each quarterly survey wave (3,600 annually). The average time to complete the survey will be approximately 18 minutes for 3600 respondents. Therefore, the total estimated annual burden for this survey is 1080 hours.

	CSM Tracking Survey – Annual
All respondents	3600
Average minutes to complete survey	18 minutes
Total estimated burden hours	1080 hrs

*If you have questions related to the review of this collection request, you may contact any of the following individuals at the United States Mint's Sales and Marketing Department:*

- Kathy Chiarello – [kchiarello@usmint.treas.gov](mailto:kchiarello@usmint.treas.gov); 202-354-7809