

## Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3048-0036)

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**TITLE OF INFORMATION COLLECTION:** 2011 Export-Import Bank Customer Survey

**PURPOSE:** In accordance with Executive Order 12862 (Setting Customer Service Standards) the US Export Import Bank is required to develop a Customer Service Plan (the ,”Plan”) in consultation with the Office of Management and Budget. The proposed survey will help validate customer expectations and priorities to be addressed in the Plan. Second, the survey solicits customer feedback on our performance and areas of improvement.

This is a request for minor changes to a survey that was approved by OMB August 26, 2011. These changes are:

1. Expansion of the category of responses from 1-10 and NA to 0-10 and NA;
2. Modified the industry classification to be consistent with Export Import Bank’s classification; and
3. Ask respondent to rank the importance of their suggestions in:  
the 3rd question on page 4  
1<sup>st</sup> question on page 6.

### **DESCRIPTION OF RESPONDENTS:**

We will invite a representative sample of existing customers to participate in the survey. Customers will typically consist of both privately-owned and public companies that export US goods and services and utilize/have utilized Ex-Im Bank services. We envision approaching up to 100 customers with a maximum 75 % response rate.

### **TYPE OF COLLECTION:** (Check one)

- |   |  |
|---|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form         | <input checked="" 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 type="checkbox"/> Other:_____                             |

### **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: \_\_\_\_\_  
 Mark Thorum, Senior Inspector, OIG Ex-Im Bank

To assist review, please provide answers to the following question:

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected? [ ] Yes [ X ] 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? [ ] Yes [ X ] No

**BURDEN HOURS for the Public**

Category of Respondent	No. of Respondents	Participation Time	Burden
Customer	75	20 minutes	25 hours
<b>Totals</b>			<b>25 hours</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is \$8000  
 Review time per response 10 minutes; 750 minutes or 12.5 hours.  
 Average Hourly Wage \$40; \$6000 in total.  
 Benefits & Overhead Costs: \$2000

**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?

We will make a random selection of 100 existing exporting customers. We anticipate a 75% response rate.

### **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: E-mail surveys together with follow up phone calls and e-mails.
2. Will interviewers or facilitators be used?  Yes  No

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

## **OMB 's Instructions for completing Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback"**

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**TITLE OF INFORMATION COLLECTION:** Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

**PURPOSE:** Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

**DESCRIPTION OF RESPONDENTS:** Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

**TYPE OF COLLECTION:** Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

**CERTIFICATION:** Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

**Personally Identifiable Information:** Provide answers to the questions.

**Gifts or Payments:** If you answer yes to the question, please describe the incentive and provide a justification for the amount.

### **BURDEN HOURS:**

**Category of Respondents:** Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households;(2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected.

**No. of Respondents:** Provide an estimate of the Number of respondents.

**Participation Time:** Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)

**Burden:** Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.

**FEDERAL COST:** Provide an estimate of the annual 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.** Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

**Administration of the Instrument:** Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.

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