

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0925-0648)

TITLE OF INFORMATION COLLECTION: NLM Email/Web Customer Service Satisfaction Survey--2012

PURPOSE:

The purpose of the survey is to measure the current level of customer satisfaction and to seek feedback on NLM’s main customer service, which receives roughly 100,000 requests a year. We also seek more information regarding who our customers are, where they are, and what resources they may have already tried before contacting us. This information will be used internally to identify possible changes and improvements.

DESCRIPTION OF RESPONDENTS:

The respondents will be individuals who contacted NLM’s main Customer Service & Support, either via email or a “Contact NLM” form on our Web site. They will include health-care professionals, researchers, authors, librarians, students, and others from around the world.

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.

Name: Lori Klein, RWS/PSD/LO/NLM

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? Yes No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time (in hrs.)	Total Burden Hrs.
Private sector	500	5 /60	42

FEDERAL COST: The estimated annual cost to the Federal government is: \$650_____

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 survey invitation will be sent out nightly to all users who contact NLM's main customer service by e-mail or through one of NLM's Web-based contact forms and provide a valid e-mail address. We will stop sending out the invitation after we have reached the desired number of respondents.

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
2. Will interviewers or facilitators be used? Yes No