

**Supporting Statement for Paperwork Reduction Act Generic Information Collection  
Submissions for  
“Generic Clearance for the Collection of Qualitative Feedback on  
The Export-Import Bank of the United States (Ex-Im Bank)  
Service Delivery”**

**A. JUSTIFICATION**

**1. Circumstances Making the Collection of Information Necessary**

Executive Order 12862 directs Federal agencies to provide service to the public that matches or exceeds the best service available in the private sector. In order to work continuously to ensure that our programs are effective and meet our customers' needs, The Export-Import Bank of the United States (hereafter “the Agency”) seeks to obtain OMB approval of a generic clearance to collect qualitative feedback on our service delivery. By qualitative feedback we mean information that provides useful insights on perceptions and opinions, but are not statistical surveys that yield quantitative results that can be generalized to the population of study.

This collection of information is necessary to enable the Agency to garner customer and stakeholder feedback in an efficient, timely manner, in accordance with our commitment to improving service delivery. The information collected from our customers and stakeholders will help ensure that users have an effective, efficient, and satisfying experience with the Agency's programs. This feedback will provide insights into customer or stakeholder perceptions, experiences and expectations, provide an early warning of issues with service, or focus attention on areas where communication, training or changes in operations might improve delivery of products or services. These collections will allow for ongoing, collaborative and actionable communications between the Agency and its customers and stakeholders. It will also allow feedback to contribute directly to the improvement of program management.

**2. Purpose and Use of the Information Collection**

Improving agency programs requires ongoing assessment of service delivery, by which we mean systematic review of the operation of a program compared to a set of explicit or implicit standards, as a means of contributing to the continuous improvement of the program. The Agency will collect, analyze, and interpret information gathered through this generic clearance to identify strengths and weaknesses of current services and make improvements in service delivery based on feedback. The solicitation of feedback will target areas such as: timeliness, appropriateness, accuracy of information, courtesy, efficiency of service delivery, and resolution of issues with service delivery. Responses will be assessed to plan efforts to improve or maintain the quality of service offered to the public. If this information is not collected, vital feedback from customers and stakeholders on the Agency's services will be unavailable.

The Agency will only submit a collection for approval under this generic clearance if it meets the following conditions:

- The collections are voluntary;

- The collections are low-burden for respondents (based on considerations of total burden hours, total number of respondents, or burden-hours per respondent) and are low-cost for both the respondents and the Federal Government;
- The collections are non-controversial and do not raise issues of concern to other Federal agencies;
- Any 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 near future;
- Personally identifiable information (PII) is collected only to the extent necessary<sup>1</sup> and is not retained;
- Information gathered will be used only internally for general service improvement and program management purposes and is not intended for release outside of the agency (if released, procedures outlined in Question 16 will be followed);
- Information gathered will not be used for the purpose of substantially informing influential policy decisions<sup>2</sup>;
- Information gathered will yield qualitative information; the collections will not be designed or expected to yield statistically reliable results or used as though the results are generalized to the population of study; and
- Information collections will not result in any new system of records containing privacy information and will not ask questions of a sensitive nature.

If these conditions are not met, the Agency will submit an information collection request to OMB for approval through the normal PRA process.

To obtain approval for a collection that meets the conditions of this generic clearance, a standardized form will be submitted to OMB along with supporting documentation (e.g., a copy of the comment card). The submission will have automatic approval, unless OMB identifies issues within 5 business days.

The types of collections that this generic clearance covers include, but are not limited to:

- Customer comment cards/complaint forms
- Web based/e-mail based surveys
- Small discussion groups
- Focus Groups of customers, potential customers, delivery partners, or other stakeholders
- Cognitive laboratory studies, such as those used to refine questions or assess usability of a website;
- Qualitative customer satisfaction surveys (e.g., post-transaction surveys; opt-out web surveys)

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<sup>1</sup> For example, collections that collect PII in order to provide remuneration for participants of focus groups and cognitive laboratory studies will be submitted under this request. All privacy act requirements will be met.

<sup>2</sup> As defined in OMB and agency Information Quality Guidelines, “influential” means that “an agency can reasonably determine that dissemination of the information will have or does have a clear and substantial impact on important public policies or important private sector decisions.”

- In-person observation testing (e.g., website or software usability tests)

The Agency has established a manager/managing entity to serve for this generic clearance and will conduct an independent review of each information collection to ensure compliance with the terms of this clearance prior to submitting each collection to OMB.

### **3. Consideration Given to Information Technology**

If appropriate, the Agency will collect information electronically and/or use online collaboration tools to reduce burden.

### **4. Duplication of Information**

No similar data are gathered or maintained by the Agency or are available from other sources known to the Agency.

### **5. Reducing the Burden on Small Entities**

Small business or other small entities may be involved in these efforts but the Agency will minimize the burden on them of information collections approved under this clearance by sampling, asking for readily available information, and using short, easy-to-complete information collection instruments.

### **6. Consequences of Not Conducting Collection**

Without these types of feedback, the Agency will not have timely information to adjust its services to meet customer needs.

### **7. Special Circumstances**

There are no special circumstances. The information collected will be voluntary and will not be used for statistical purposes.

### **8. Consultations with Persons Outside the Agency**

In accordance with 5 CFR 1320.8(d), on December 22, 2010 a 60-day notice for public comment was published in the *Federal Register* (75 FR 80542). No comments were received.

A 30 day notice for public comment was published in the *Federal Register* (Vol 76, No 46 FR Doc # 2011-5306, pages 12960-12961). No comments were received.

### **9. Payment or Gift**

The Agency will not provide payment or other forms of remuneration to respondents of its various forms of collecting feedback. Focus groups and cognitive laboratory studies are the exceptions.

In the case of in-person cognitive laboratory and usability studies, the Agency may provide stipends of up to \$40. In the case of in-person focus groups, the Agency may provide stipends of up to \$75. If respondents participate in these kinds of studies remotely, via phone, or

Internet, any proposed stipend needs to be justified to OMB and must be considerably less than that provided to respondents in in-person studies, who have to travel to the agency or other facility to participate. If such information collections include hard-to-reach groups and the agency plans to offer non-standard stipends, the Agency will provide OMB with additional justifications in the request for clearance of these specific activities. If OMB guidance for the stipend level is adjusted upward, the stipends may also increase accordingly.

## 10. Confidentiality

If a confidentiality pledge is deemed useful and feasible, the Agency will only include a pledge of confidentiality that is supported by authority established in statute or regulation, that is supported by disclosure and data security policies that are consistent with the pledge, and that does not unnecessarily impede sharing of data with other agencies for compatible confidential use.

## 11. Sensitive Nature

No questions will be asked that are of a personal or sensitive nature.

## 12. Burden of Information Collection

A variety of instruments and platforms will be used to collect information from respondents. The annual burden hours requested (1,874) are based on the number of collections we expect to conduct over the requested period for this clearance.

Survey Type	Total Uses 2011-2013
Web based/e-mail based survey	9
Feedback/Comment/Evaluation Form	9
Mail/detailed evaluation form	3
Telephone	3
Focus Group	6
Total	30

### Burden Evaluation

Using customer satisfaction surveys are an integral part of the overall long-term strategy of the Export-Import Bank

- Expand awareness of Ex-Im Bank services through focused business development and effective partnerships
- Improve ease of doing business for customers
- Create an environment that fosters high performance and innovation

The Ex-Im Bank is planning to use this generic clearance with the objective to keep the burden as low as possible in keeping with the Paperwork Reduction Act. Survey designs will be clear and easy to respond to. Most surveys will be limited in scope and require a short time to complete.

Feedback Instrument	Number of uses each year	(Number of uses each year x number of people responding to each)=Total People responding annually	(Respondent time x number of people responding)=total annual hours	Total people responding 2011-2013	Total hours 2011-2013
Web based/e-mail based surveys	2	(2x600)=1200	(5 minX1200)= 100 hours	3600	300
EOL online app surveys	1	(1X1300)=1300	(10 min x 1300)=217	3900	651
Feedback/Comment/Evaluation Form	3	(3X500)=1500	(5 minX1500)= 125 hours	4500	375
Mail survey/detailed evaluation form	1	(1X 600)=600	(5 min x 600)=50	1800	150
Telephone survey	1	(1X50)=50	(15 min x 50)=12.5	150	37.5
Focus groups	2	(2X20)=40	(3 hoursx40)=120	120	360
<b>Total</b>	<b>10</b>	<b>4690</b>	<b>625</b>	<b>14070</b>	<b>1874</b>

### 13. Costs to Respondents

Respondent burden activities include only a few simple steps: reviewing instructions, responding, and sending (submit, email or mail) responses when the surveys are not performed in person or over the telephone.

Respondents represent a diverse group, the Agency will use the Bureau of Labor Statistics (BLS) "Usual Weekly Earnings of Wages and Salary Workers: Third Quarter 2010" of October 19, 2010. <http://www.bls.gov/news.release/wkyeng.toc.htm>

The weekly earning is \$740 and \$18.5 per hour based on a 40 hour week.

Survey Type	3 years Surveys	Respondent	Total Hours	Total Cost
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Web based/e-mail based surveys	6	3600	300	\$5,550
EOL apps surveys	3	3900	651	\$12,044
<b>Total Web Based</b>	<b>9</b>	<b>7500</b>	<b>951</b>	<b>\$17,594</b>
Feedback/Comment/Evaluation Form	9	4500	375	\$6,938
Mail survey/detailed evaluation form	3	1800	150	\$2,775
Telephone survey	3	150	37.5	\$694
Focus groups	6	120	360	\$6,660
<b>Total</b>	<b>30</b>	<b>14070</b>	<b>1873.5</b>	<b>\$34,660</b>

#### 14. Costs to Federal Government

The anticipated cost to the Agency is approximately \$123,093 annually. These costs are comprised of: operational expenses (e.g., equipment, software, printing, postage and support staff (Government staff), contractor payments and another expense that is necessary to develop, integrate and analyze the collected information approved under this generic clearance.

Survey Type	3 years Surveys	HW/SW/telecom	Printing/postage	Support staff (Gov)	Contracts/design & integration /& analysis work
Web based/e-mail based surveys	6	\$8,000		\$24,000	\$150,000
EOL apps surveys	3	\$9,000		\$12,000	\$30,000
<b>Total Web Based</b>	<b>9</b>	<b>\$17,000</b>		<b>\$36,000</b>	<b>\$180,000</b>
Feedback/Comment/Evaluation Form	9		\$9,000	\$27,000	\$15,000
Mail survey/detailed evaluation form	3		\$25,000	\$12,000	\$3,000
Telephone survey	3	\$800		\$12,000	\$2,000
Focus groups	6		\$480	\$18,000	\$12,000
<b>Total</b>	<b>30</b>	<b>\$17,800</b>	<b>\$34,480</b>	<b>\$105,000</b>	<b>\$212,000</b>
<b>Per year</b>					
<b>\$123,093</b>					

**15. Reason for Change**

Not applicable. This is a new request for a generic ICR.

**16. Tabulation of Results, Schedule, Analysis Plans**

Feedback collected under this generic clearance provides useful information, but it does not yield data that can be generalized to the overall population. Findings will be used for general service improvement, but are not for publication or other public release.

Although the Agency does not intend to publish its findings, the Agency may receive requests to release the information (e.g., congressional inquiry, Freedom of Information Act requests). The Agency will disseminate the findings when appropriate, strictly following the Agency's "Guidelines for Ensuring the Quality of Information Disseminated to the Public.", and will include specific discussion of the limitation of the qualitative results discussed above.

**17. Display of OMB Approval Date**

We are requesting no exemption.

**18. Exceptions to Certification for Paperwork Reduction Act Submissions**

These activities comply with the requirements in 5 CFR 1320.9.