

**Request for Approval under the "DOI Generic Clearance for the Collection of  
Qualitative Feedback on Agency Service Delivery"  
OMB Control Number: 1090-0011**

**TITLE OF INFORMATION COLLECTION:**

Feedback from Email Customers

**PURPOSE:**

Collect feedback from individuals or households who have emailed the USGS to get answers to questions. This will be used to help USGS improve the quality of service for email customers.

**DESCRIPTION OF RESPONDENTS:**

Respondents will be limited to individuals or households who have emailed the USGS to get answers to questions.

Respondents ask questions on a wide range of USGS science topics. Most email inquiries are answered by customer service specialists and a few require the expertise of a USGS scientist.

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

- Customer Comment Card/Complaint Form     Customer Satisfaction Survey  
 Usability Testing (e.g., Website or Software)     Small Discussion Group  
 Focus Group     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: 

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

**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 (If yes, please explain.)

**BURDEN HOURS**

Category of Respondents	No. of Respondents	Participation Time	Burden
Category 1 (Individuals or households)	1500 in a year	1 minute each	25 hours
<b>Totals</b>	<b>1500 in a year</b>	<b>1 minute each</b>	<b>25 hours</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is  \$11,124

Federal Govt cost	Year 1	50	\$357.81	\$2,661.00	
	Grade / Step	Hourly Rate	Annu Hrs by Fed	Fully Loaded Hr Rate	Total Labor Value
Project Analyst	12/5	\$33.06	40	\$49.59	\$1,984.00
Project Manager	14/5	\$46.45	10	\$69.68	\$697.00
<b>Federal Govt cost</b>	<b>Year 2+</b>		<b>150</b>	<b>\$119.27</b>	<b>\$8,443.00</b>
	Grade / Step	Hourly Rate	Annu Hrs by Fed	Fully Loaded Hr Rate	Total Labor Value
Project Analyst	12/5	\$33.06	100	\$49.59	\$4,959.00
Project Manager	14/5	\$46.45	50	\$69.68	\$3,484.00
Annual license for Survey Monkey					\$0.00
<b>Total Federal Cost First Year</b>					<b>\$11,124.00</b>

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**

- 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.

**Administration of the Instrument**

- How will you collect the information? (Check all that apply)
  - Web-based or other forms of Social Media
  - Telephone
  - In-person
  - Mail
  - Other, Explain
- Will interviewers or facilitators be used?  Yes  No

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

Data collection tool -- Survey Monkey



## INSTRUCTIONS

**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 in minutes 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.

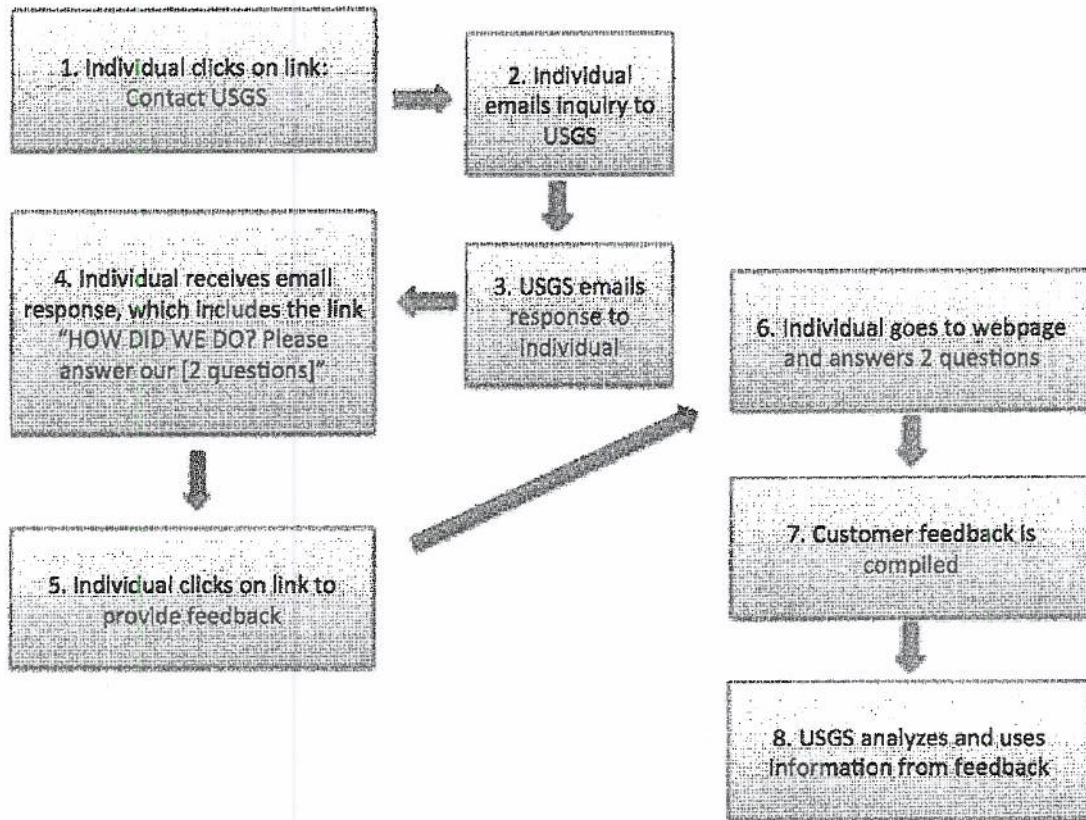
Please make sure that all instruments, instructions, and scripts are submitted with the request.

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*ATTACHMENT 1 – CUSTOMER SERVICE FEEDBACK FLOW CHART*





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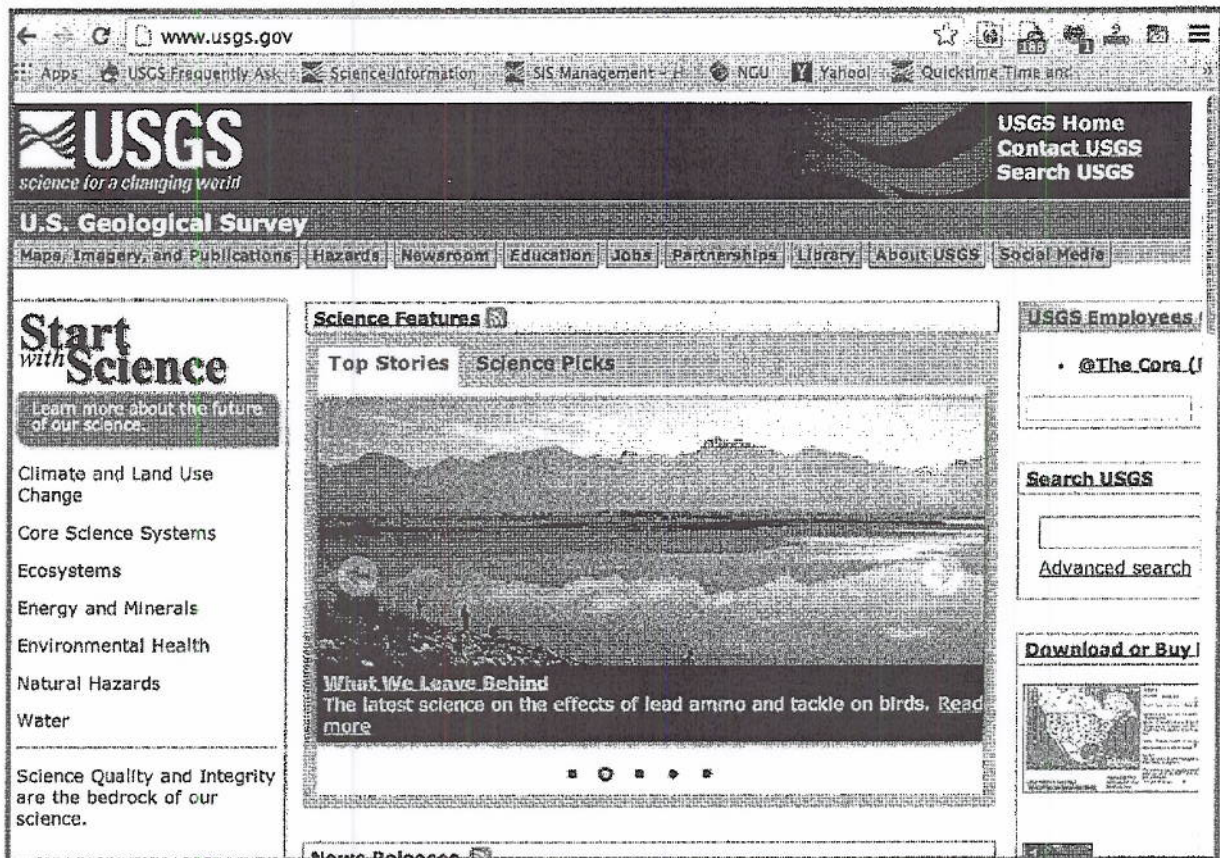
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***ATTACHMENT 2 – CUSTOMER SERVICE FEEDBACK PROCESS OVERVIEW***

This is a brief description of the proposed process in which USGS will ask customers who email USGS with science questions to rate their service and provide ideas for improvements. Note that this process is low-cost, completely anonymous for the customer, and easy to implement. USGS will benefit by having an aggregate "score" to measure how well we are doing with email customer service. USGS will also have open-ended suggestions for improvements from real customers.

1. An individual with a question about USGS science comes to the USGS website and clicks on [Contact USGS](#) in the upper right of the page, which provides several options for contacting the USGS, including an email form they can fill out.



2. The individual emails their inquiry to the USGS. (The USGS currently receives about 15,000 such emails each year.)
3. The inquiry is routed to the Science Information Services (SIS), and a customer service representative emails a response to the individual.
4. The individual receives the email response, which includes a link at the end saying, "HOW DID WE DO? Please answer our **[two questions]**."  
The words **[two questions]** are a button or hyperlink that takes people into a webpage operated by Survey Monkey.

Dear \_\_\_\_\_,

Thank you for your inquiry.

To answer to your question about \_\_\_\_\_ [answer provided here]

Sincerely,

NAME  
U.S. Geological Survey  
Office of Communications and Publishing  
Box 25046, MS 150, DFC  
Denver, CO 80225  
Voice: 303-202-WXYZ  
FAX: 303-202-WXYZ  
NAME@USGS.gov

HOW DID WE DO? Please answer these **two questions**.

5. The individual reading the response clicks on the link to provide feedback. (We expect that only a small percentage of people will click on the link; a 10% response rate is probably a good guess. This will provide about 1500 responses per year, more than 100 each month.)
6. The individual goes to the webpage, and answers the two questions.



## USGS Email Customer Feedback

\* 1. How well did our USGS customer service representative answer your question or resolve your problem?

Select the one best answer.      Very poorly      Poorly      Average      Moderately well      Very well

2. What would you suggest to help USGS improve our email customer service?

Done

The individual clicks on Done and gets a thank you page, indicating that they are done.

## USGS Email Customer Feedback

Thank you for your responses to these two questions!

**PAPERWORK REDUCTION ACT STATEMENT:** A Federal agency may not conduct or sponsor and a person is not required to respond to a collection of information unless it displays a current valid OMB control number. This information collection is approved under OMB Control Number 1090-0011, with an expiration date of August 2017. Public burden for the collection of this information is estimated to average less than 1 minute per response. Comments concerning clarity, utility of information, or burden reduction may be sent to [gs-info\\_collections@usgs.gov](mailto:gs-info_collections@usgs.gov).

Done

7. Data from all the respondents are compiled in the Survey Monkey online tool.

8. USGS analysts routinely monitor the feedback and download the open-ended suggestions for evaluation and prioritization.

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***ATTACHMENT 3 -- SAMPLE EMAIL SHOWING FEEDBACK LINK***

Dear \_\_\_\_\_,

Thank you for your inquiry.

To answer to your question about ....., [answer provided here]

Sincerely,

NAME

U.S. Geological Survey

Office of Communications and Publishing

Box 25046, MS 150, DFC

Denver, CO 80225

Voice: 303-202-WXYZ

FAX: 303-202-WXYZ

NAME@USGS.gov

HOW DID WE DO? Please answer these two questions.

Did you know that you can contact USGS in real-time with webchat?

Follow us on Twitter: @USGSASK and on Facebook at

<http://www.facebook.com/USGeologicalSurvey>



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***ATTACHMENT 4 – CUSTOMER SERVICE FEEDBACK QUESTIONS***

Welcome and thank you for your feedback!

The following two questions are intended to help the U.S. Geological Survey (USGS) reach its goal of providing the best service to our email customers. No personal information will be attached to your survey response.

**\*1. How well did our USGS customer service representative answer your question or resolve your problem? (Select the one best answer.)**

- 5 Very well
- 4 Moderately well
- 3 About average
- 2 Poorly
- 1 Very poorly

**\*2. What would you suggest to help USGS improve our email customer service?**

[box for open-ended customer response; 5000 character limit]

Thank you for your responses to these two questions!

**[SUBMIT]**

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***ATTACHMENT 5 -- DOCUMENTATION OF BURDEN AND FEDERAL COST***

- o BURDEN HOURS
  - o 15,000 emails include the button "GIVE US YOUR FEEDBACK"
  - o 10% of those invited are expected to respond
  - o This should give us 1500 respondents
  - o 1500 minutes / 60 min/hr = 25 hours
  
- o FEDERAL COST
  - o There is no annual license fee for Survey Monkey; the office already has a license
  - o Time estimates below cover the development of the questions, implementation using Survey Monkey, and monthly analysis of the data

Federal Govt cost	Year 1		50	\$357.81	\$2,681.00
Position	Grade / Step	Hourly Rate	Annu Hrs by Fed	Fully Loaded Hr Rate	Total Labor Value
Project Analyst	12/5	\$33.06	40	\$49.59	\$1,984.00
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