

DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SATISFACTION SURVEYS

TITLE OF INFORMATION COLLECTION: Ticket to Work (TTW) Online Website Satisfaction Survey

SSA SUB-NUMBER: B-01

DESCRIPTION OF ACTIVITY *(give purpose of activity, provide specific information; i.e., date(s) of survey, number of focus groups, locations, etc.):*

Background

Ticket to Work is a Social Security Administration (SSA) program that offers adults receiving Social Security Disability Insurance (SSDI) benefits or Supplemental Security Income (SSI) payments, because of disability or blindness, greater choices for receiving employment services. Under this program, eligible recipients may assign a virtual “ticket” to a service provider employment network (EN) or State vocational rehabilitation agency (VR) to obtain employment services, vocational rehabilitation services, or other support services necessary to achieve a vocational (work) goal.

Objectives

To ensure the TTW program is providing effective and valuable content to persons who visit our website, especially Social Security beneficiaries and SSI recipients who are considering participation in or are currently participating in the program, SSA needs to obtain feedback on the website’s content, functionality, and messaging. SSA would like to conduct a website satisfaction survey with questions posted to the TTW participant-focused website at www.choosework.net. These questions will enable us to observe and collect data on how users interact with the website and assist us in ensuring users can find information easily, and that the website meets the needs of its specific audience.

The online website satisfaction survey, which we propose to conduct on a continuous basis, will help ensure users have an effective, efficient, and satisfying experience on the website; maximizing the impact of the information, and resulting in optimum resources for exploring their options for work and future financial independence.

Description of the Survey

The survey questions will focus on collecting feedback from website visitors and will solicit input on the website’s content, features, and functionality. The questions will cover the following:

- Questions 1-8 inquire about the visitor's experience with the website.
- Questions 9-10 cover demographics of the type of individuals visiting the site and completing the survey.
- The alternative questions will be used intermittently and substituted as needed. Alternate questions 1-2 are follow-up questions that may display based in response to question 3. The remaining alternate questions are a combination of demographic and website experience questions. These questions may be added, removed, or interchanged with the regular questions based on need or following the analysis of response rates to the questions being used in the survey.

Statistical Information

Sample Selection

The sampling universe is all people who visit www.choosework.net, approximately 45, 000 unique visitors per month. A random sampling of visitors will be invited to participate after a certain number of clicks that we establish within Key Survey, the web survey tool. The number of clicks prompting a pop-up invitation will be generated based on industry standards as outlined by Key Survey.

Methodology

The evaluation uses an electronic survey for persons who visit the website. All surveys will be completed online. We will estimate means for all respondents from each completed survey based on the number of responses received. There are no unusual problems requiring specialized sampling procedures.

The research plan proposes annual data collection, ongoing throughout the year. New TTW participants enter the program each month, and the choosework.net website serves as a medium for SSDI and SSI recipients to obtain program information. Less than an ongoing annual data collection period would miss a substantial number of website visitors.

SSA is using the World App Key Survey tool for questionnaire design, publishing and analysis of the survey. The survey will gather input from a random sample of visitors who are offered and accept an invitation to provide feedback. Visitors who decide to accept the invitation, generated in a pop-up window, will be prompted to complete the survey upon exit of the website following their session.

We will test the online survey for accessibility for individuals requiring the use of assistive technology as required under Section 508 of the Rehabilitation Act (29 USC 794d). An SSA-approved contractor developed the survey and several individuals with expertise with the TTW program, members of the contractor team, and SSA staff reviewed it. Based on their feedback, we revised the survey and sampling strategy. We do not plan to conduct any further testing of the survey.

Response Rate

The expected response rate is estimated at 10-15 percent, which is based on standard response rates for online website satisfaction surveys as observed in a study by the [American Customer](#)

[Satisfaction Index](#) (2012) that found response rates for e-surveys averaged between 5 and 15 percent.

We plan to make multiple efforts to maximize response rates. We will explain the value of the survey in a brief introduction to the questions. We will also analyze survey data for non-response and abandonment occurrences. A missing data variable will be added, coded 1 for survey respondents and 0 for missing data. We will test survey questions with high non-response rates or questions that result in survey abandonment.

USE OF SURVEY RESULTS:

SSA will use the results of the survey to monitor and evaluate website visitor's satisfaction with the site, their ability to easily find and use information and tools, the degree to which they believe their knowledge has improved, and their intended desire to pursue employment through the TTW program. We will use the website satisfaction information to inform us on modifications to content, messaging and new functionality to continuously improve the TTW program's ability to meet its mission objectives.

BURDEN HOUR COMPUTATION (*Number of responses (X) estimated response time (/60) = annual burden hours*):

Number of Responses: 55,000
Estimated Response Time: 10 minutes
Annual Burden hours: 9,167 hours

NAME OF CONTACT PERSON: Debbie Larwood
TELEPHONE NUMBER: 410-966-6135

Provide the name and telephone number of individuals you consulted on statistical aspects of the design. If you are using a contractor who will actually collect and/or analyze the data, provide their name as well.

Consulted on statistical aspects of the design and contracted to collect and analyze the data:
Mike Greenberg (301-325-1128)
Booz Allen Hamilton Inc., contractor