

DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SATISFACTION SURVEYS

TITLE OF INFORMATION COLLECTION: Social Security Administration (SSA) Post-Call Survey (Revisions)

SSA SUB-NUMBER: I-01 and D-01/02

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

Background

SSA annually surveys individuals who do business with us to assess their satisfaction with the specific mode of contact they used. As part of this effort, we plan to conduct the SSA Post-Call Survey via automation, where we interview members of the public who called SSA's National 800 Number Network (N8NN) to conduct their business.

At the beginning of each call, the caller will determine their specific need, whether it is agent service or automated service. Before callers are directed to the requested service, they will be offered the survey. At the end of the call, consenting participants will be immediately transferred to the automated survey.

We designed the survey to:

1. collect information that will assist us in understanding the caller's experience and
2. determine how well SSA's N8NN service is performing.

Description of Survey

The SSA Post-Call Survey will cover a variety of questions related to SSA's N8NN service, such as the following:

- The nature of the caller's business and the type of benefits involved;
- Satisfaction with the time spent on hold waiting to speak to an agent;
- Callers' satisfaction with how quickly they were served on the 800 number;
- Callers' ease of getting the automated system to understand the type of service needed;
- Why the caller chose the 800 number over the web or field office and;

- The caller’s rating of the 800 number service overall.

The survey will allow individual callers to provide immediate feedback on their experience with SSA’s N8NN.

USE OF SURVEY RESULTS:

SSA will use the information from caller experience to adjust our existing self-service applications on the N8NN, help find efficiencies in routing calls to contact representatives, and overall improve various aspects of our 800 number service.

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

Number of Responses: 1,890,000 (increase to original survey)
 Estimated Response Time: 5 minutes (*additional questions did not increase the response time*)
 Annual Burden Hours: 157,500 hours (increase to original survey)

NAME OF CONTACT PERSON: Debbie Larwood

TELEPHONE NUMBER: 410-966-6135

Quantitative Surveys:

A. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection method to be used. Provide, in tabular form, data on 1) the number of entities in the universe covered by the collection, 2) the corresponding sample for the universe as a whole, and 3) each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If you have conducted the collection previously, include the actual response rate achieved during the last collection.

The sample universe is approximately 65 million callers that SSA’s N8NN receives each year.

	N (approximate)
Number of Entities in the Universe	32,000,000
Sample	3,840,000
Strata	Not applicable

The response rate since the survey began averages 12 percent, which is not typical for this type of survey.

B. Describe the procedures for the collection of information:

SSA purchased Verint Systems, Inc., Impact 360 Suite of Technologies, which includes a post-telephone call customer satisfaction survey. This application allows SSA to administer, collect, aggregate, and analyze customer service processes and performance of both

agent-led telephone interactions and actions in the automated telephone applications as well.

We will administer the survey via automation. At the end of the call, we will immediately transfer all consenting participants to the survey; all other callers will hang up.

C. Describe methods to maximize response rates and to deal with the issues of non-response.

To maximize the response rate for this survey, SSA will:

- provide an English and Spanish language version of the survey; and
- immediately transfer the participant to the survey.

D. Describe any tests of procedures or methods to be undertaken. When possible, OMB encourages testing of procedures as an effective means of refining collections of information to minimize burden and improve utility. However, this is not always necessary.

Prior to deployment of the survey, SSA plans to conduct user acceptance testing of the survey to determine if any revisions are necessary. A small sample of SSA employees will test the survey.

E. 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:
Jeffrey Bosick (410) 966-3874
Northrop Grumman