



# American Customer Satisfaction Index

## Small Business Administration Survey

### FINAL VERSION 2012

---

#### Introduction

---

**PROG. NOTE: Move in CONTACT NAME from sample**  
[CONTACT NAME]: CONTNAME FROM SAMPLE

---

**PROG. NOTE: Move in SAMPLE TYPE from sample**  
[SAMPLE TYPE]: ACTION FROM SAMPLE  
1=A (Approved)  
2=D (Declined)

---

May I speak with (RESTORE CONTACT NAME)?

Hello. The Small Business Administration program has hired my company, [Data Collection Company], to call on their behalf to conduct a brief survey about their low-interest disaster assistance loan program. The purpose of this survey is to provide SBA with feedback from their customers to assist them in improving customer service. Your answers are voluntary and we will not ask any questions about confidential information. If at any time you do not feel comfortable answering a question, please say so. Your responses will be held completely confidential, and you will never be identified by name. This interview is authorized by the Office of Management and Budget Control No. 1090-0007. This interview will take approximately 10 – 15 minutes.

---

#### Screener

---

*(IF RESPONDENT IS ON THE PHONE, ENTER "1" WITHOUT READING QA AND CONTINUE. IF NOT, REREAD INTRO IF NECESSARY.)*

QA. May I speak with the person, or one of the persons, who recently applied for a low-interest disaster assistance loan through the Small Business Administration's Disaster Assistance Program?

- |     |                            |                     |
|-----|----------------------------|---------------------|
| 1   | Yes                        | (Continue)          |
| 2   | Yes, but not available now | (Schedule callback) |
| 3   | No                         | (Terminate)         |
| 4   | Reread intro               |                     |
| DK  |                            | (Terminate)         |
| REF |                            | (Terminate)         |

PROG. NOTE: If "4" is selected, restore intro

---

## Application Process

---

- Q1. Did you apply using the electronic loan application?
1. Yes
  2. No
  3. Don't Know

If Q1=YES READ INTRO1 THEN ASK Q2-Q7

If Q1=NO OR DON'T KNOW READ INTRO2 THEN ASK Q2-Q7

INTRO1 Now, let's think about the electronic application process required after you received a disaster loan application to complete from the SBA's Disaster Assistance Program.... On a scale from "1" to "10," where "1" is "poor" and "10" is "excellent," please rate the following:

INTRO2 Now, let's think about the paper application process required after you received a disaster loan application to complete from the SBA's Disaster Assistance Program.... On a scale from "1" to "10," where "1" is "poor" and "10" is "excellent," please rate the following:

- Q2. SBA making it clear to you what information was required from you for completing the application
- Q3. Clarity of application instructions
- Q4. Ease of attaining the information required to fill out the application
- Q5. The ease of filling out the loan application paperwork
- Q6. Amount of paperwork required to complete the loan application
- Q7. Clarity of the terms of the loan program

---

## Customer Service Center

---

- Q8. During the process were you in contact with the SBA customer service center?
1. Yes
  2. No (skip to next section Q14 'Recovery Center')

And thinking about the customer service you received from the SBA's personnel... On a scale from "1" to "10," where "1" is "poor" and "10" is "excellent," please rate the following:

- Q9. Availability of customer service personnel
- Q10. Professionalism of customer service personnel
- Q11. Knowledge of customer service personnel
- Q12. Helpfulness of customer service personnel

Q13. Ability to answer your questions or if needed to direct you to the correct SBA representative

---

Recovery Center

---

Q14. Did you visit a local disaster recovery center?

1. Yes
2. No (skip to next section Q21 'Inspection Process')

And thinking about your recovery center experience on a scale from "1" to "10," where "1" is "poor" and "10" is "excellent," please rate the following:

- Q15. Ease of finding location
- Q16. Hours of operation being convenient
- Q17. Availability of SBA staff
- Q18. Professionalism of SBA staff
- Q19. Knowledge of SBA staff
- Q20. Helpfulness of SBA staff

---

Inspection Process

---

Q21. Did a SBA Field Inspector come to your property to estimate the cost to repair your lost, damaged or destroyed property?

1. Yes
2. No (skip to the next section INTRO TO Q30. 'Decision Process')

Q22. Did you or your representative meet with the Inspector on site?

1. Yes
2. No (skip to the next section INTRO TO Q30. 'Decision Process')

In recalling the on site meeting with the Inspector on a scale of "1" to "10" where "1" is "poor" and "10" is "excellent", please rate the following:

- Q23. Introduction of visit
- Q24. Clear explanation of visit inspection purpose
- Q25. Responsiveness to questions
- Q26. Program knowledge
- Q27. Courteousness
- Q28. Professionalism
- Q29. Explanation of next steps

---

### Decision Process

---

Now, let's think about the decision process from SBA's Disaster Assistance Program.... On a scale from "1" to "10," where "1" is "poor" and "10" is "excellent," please rate the following:

- Q30. The timeliness of the decision
- Q31. Fairness of the decision based on requirements

---

### Loan Closing

---

- Q32. Did you receive a loan closing package?
  - 1. Yes
  - 2. No (skip to next section INTRO TO Q38 'ACSI Benchmark Questions')

Now, let's think about the loan closing package you received. On a scale from "1" to "10," where "1" is "poor" and "10" is "excellent," please rate the following:

- Q33. Clarity of information in package about closing process
- Q34. Ease of following the required steps to close
- Q35. Timeliness of receiving loan funds AFTER the closing was complete
- Q36. How was your loan closed?
  - 1. SBA Center with SBA staff (skip to next section INTRO TO Q38 'ACSI Benchmark Questions')
  - 2. Mail
  - 3. Other
- Q37. Did you obtain assistance by phone during the closing process?
  - 1. Yes
  - 2. No

---

### ACSI Benchmark Questions

---

Satisfaction includes many things. Let's move on and talk about your overall satisfaction with the SBA's Disaster Assistance Program loan application process.

- Q38. First, please consider all your experiences to date with the SBA loan application process. Using a 10-point scale on which "1" means "very dissatisfied" and "10" means "very satisfied," how **satisfied** are you with the SBA loan application process?
- 
- Q39. Considering all your expectations, to what extent has the SBA's loan application process fallen short of or exceeded your expectations? Using a 10-point scale on

which “1” now means “falls short of your expectations” and “10” means “exceeds your expectations,” to what extent has the SBA loan application process fallen short of or exceeded your expectations?

- 
- Q40. Forget the SBA loan application process for a moment. Now, I want you to imagine an ideal process that offers low-interest loans for disaster recovery assistance. (PAUSE) How well do you think the SBA loan application process compares with that ideal? Please use a 10-point scale on which “1” means “not very close to the ideal” and “10” means “very close to the ideal.”

---

### Complaints

---

Next, I want to think about any communication you may have had over the past year regarding complaints about your experience with the SBA’s Disaster Assistance Program loan application process.

- Q41. Have you complained to the SBA about the loan application process within the past year?
- 1 Yes
  - 2 No (skip to next section Q43)

- 
- Q42. How well, or poorly, was your most recent complaint handled? Using a 10-point scale on which “1” means “handled very poorly” and “10” means “handled very well,” how would you rate the handling of your complaint?

- 
- Q43. How difficult or easy was it to make your most recent complaint? Using a 10-point scale on which “1” means “very difficult” and “10” means “very easy,” how difficult or easy was it to make a complaint?

---

### Confidence

---

- Q44. How confident are you that the SBA’s Disaster Assistance Program will do a good job in the future providing low-interest disaster recovery loans? Using a 10-point scale on which “1” means “not at all confident” and “10” means “very confident,” how confident are you that SBA will do a good job in the future?
- 
- Q45. If asked, how willing would you be to say positive things about the job the SBA’s Disaster Assistance Program is doing in issuing low-interest loans? Using a 10-point scale on which “1” means “not at all willing” and “10” means “very willing,” how willing would you be to say positive things about the SBA?

---

**Custom Questions**


---

{IF SAMPLE TYPE=1 ASK INTRO TO QD1; OTHERWISE GO TO QD4A}

Now, we need to ask you a few questions about the loan process and the type of loan you received...

QD1. SBA may also provide hazard mitigation loan funds (Note that mitigation funds are only for those eligible for a Physical loan) so you may need to determine that first). These funds may be used to make improvements to your property to prevent similar future damage. Included with your loan from SBA, did you receive funds for hazard mitigation?

- 1 Yes
- 2 No

---

{IF QD1 = 2, ASK QD1A; OTHERWISE GO TO QD2}

QD1A. Why didn't you receive hazard mitigation loan funding?

- 1 Was not told/did not know about mitigation funding
- 2 Did not want to borrow additional money
- 3 Mitigation project desired was not eligible
- 4 Mitigation funds allowed were not sufficient to complete project
- 5 Other reason

---

QD2. SBA's Disaster Assistance Program provides loans to various disaster victims. What type of loan did you receive from SBA? (*READ CODES 1-4; ACCEPT UP TO FOUR MENTIONS*)

- 1 Personal Property Replacement Loan (Renter)
- 2 Personal or Real Property Replacement Loan (Homeowner)
- 3 Physical Disaster Loan (Business Owner)
- 4 Economic Injury Loan (Business Owner)

---

{IF QD2 = 1, ASK QD2A; OTHERWISE GO TO FILTER BEFORE QD2B}

QD2A. Were you able to replace your disaster-damaged personal property within six months **after you received all your loan proceeds?**

- 1 Yes
- 2 No

---

{IF QD2 = 2, ASK QD2B; OTHERWISE GO TO FILTER BEFORE QD2C}

QD2B. Were you able to repair your disaster-damaged home or replace your disaster-damaged personal property within six months **after you received all your loan proceeds?**

- 1 Yes
- 2 No

---

{IF QD2 = 3, ASK QD2C; OTHERWISE GO TO FILTER BEFORE QD2D}

QD2C. As a recipient of a physical disaster loan for your business, were you able to repair or replace your disaster-damaged property within six months **after you received all your loan proceeds**?

- 1 Yes
- 2 No

---

{IF QD2 = 4, ASK QD2D; OTHERWISE GO TO QD4A}

QD2D. As a recipient of an economic injury loan, was your business in operation within six months **after you received all your loan proceeds**?

- 1 Yes
- 2 No

---

QD5A. Could you please tell me the name of your city?

[OPEN END]

---

QD5B. May I please have your zip code?

---

Thank you for your time today. The Small Business Administration would like to thank you for your feedback and will use it to improve its services. Have a good day.