

**Supporting Statement for Paperwork Reduction Act Submission
3090-0278 – National Contact Center Customer Evaluation Survey**

A. Justification

1. Explain the circumstances that make the collection of information necessary. Identify any legal or administrative requirements that necessitate the collection. Attach a copy of the appropriate section of each statute and regulation mandating or authorizing the collection of information.

The purpose of the General Services Administration (GSA) Federal Citizen Information Center's (FCIC) National Contact Center customer satisfaction surveys is to measure consumer satisfaction with the service and assess the effectiveness of marketing efforts.

Executive Order 13571: Streamlining Service Delivery and Improving Customer Service requires that agencies establish mechanisms to solicit customer feedback on Government services and use such feedback regularly to make service improvements. Through these surveys, the National Contact Center collects voluntary feedback from our customers. This feedback is in turn used to identify improvements to services.

The National Contact Center is a performance-based contract. One critical measure of the National Contact Center's customer service, as outlined in GSA's contract, is the use of customer satisfaction data. These surveys are essential to gather the customer satisfaction data that is required to evaluate performance of the contract. The data will be collected for calls answered by an agent, callers using the automated messages, e-mail responses, and web chat services.

Automatically acquired metrics such as volume, call time, and time to answer do not provide us with information regarding the quality of the services we provide the public. The only way to learn if we are giving the public what they need is to ask them. These surveys are an industry-standard method for acquiring that feedback.

2. Indicate how, by whom, and for what purpose the information is to be used. Except for a new collection, indicate the actual use the agency has made of the information received from the current collection.

The customer satisfaction survey will be delivered in three formats: 1) an automated telephone survey for callers who listen to automated messages, 2) an automated telephone survey for callers after they have spoken with an information specialist, and 3) a web survey for those who have received an e-mail response or used the chat service.

The telephone survey for callers using automated messages will capture customer reactions regarding their ability to easily locate Government referrals or have their question answered via an automated message. In addition, the survey will record how the caller heard about the service and elicit comments and suggestions for service improvements.

The telephone survey for callers who speak with a specialist will capture customer feedback regarding the courteousness and professionalism of the specialist to whom they spoke. In addition, the survey will assess whether the caller feels he received the correct

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information. Also, the survey will record how the caller heard about the service and elicit comments and suggestions for service improvements.

The web survey will capture customer feedback regarding the quality of the e-mail response or chat service in terms of accuracy, organization, and timeliness. In addition, the survey will record whether the customer used our online FAQs before e-mailing/chatting with us, and will elicit comments and suggestions for service improvements.

For the two phone surveys, information will be collected by an automated system operated by our network telephone service provider (Verizon). The information will be automatically deposited in a database that can be analyzed statistically. The survey data will be analyzed on a quarterly and annual ongoing basis.

For the web survey, information will be collected via an online web form. The information will be automatically deposited into a web report. Feedback will be used to assess customer satisfaction for the project and to guide management to make course corrections that would improve service to the American people.

Recently, feedback to our web surveys has resulted in the creation and implementation of a plan to make several improvements to the National Contact Center's email service. The survey revealed that certain types of customer queries led to responses from our Contact Center agents that customers deemed unsatisfactory. New pre-written response templates for the agents to use have been devised and will soon be implemented. We've modified the email form to add text that clarifies the range of queries that the agents can answer, and provide guidance for obtaining answers outside that range. We anticipate that continued use of our web survey will reveal that customer service has been improved through these changes inspired by customer feedback.

The National Contact Center will use survey information to improve overall customer service, fine tune the type of information provided in automated messages, enhance the delivery of those automated messages, and to evaluate the effectiveness of marketing activities to promote the Center.

The survey will garner feedback in the form of suggestions and comments from callers. These suggestions will be used to develop and implement enhanced services to further meet the needs of the public.

Customer satisfaction data will be used to ensure that the National Contact Center's information specialists are courteous, professional, knowledgeable about searching the database to provide information and contact referrals, and responsive to customer needs. If survey ratings show that information specialists are performing inadequately in a service area, then appropriate training will be provided to improve communication skills, database knowledge, or responsiveness.

Customer satisfaction data will be considered when adjusting staffing levels in the customer service center. If customers feel that it is difficult to reach an information

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specialist, the automated messages may be modified or additional specialists may be added.

Customer satisfaction data will also be considered when scripting new information for automated messages, especially as decisions are made regarding the location and delivery of the information available through automated messages.

Customer satisfaction data will be used to develop training for e-mail and chat information specialists, redefine the quality monitoring tools, and to determine future contract requirements.

Further, feedback from the survey will be used to assess the effectiveness of the Government's marketing activities and guide the FCIC on how best to invest limited marketing funds to ensure the most impact. Survey results have shown the majority of callers to the National Contact Center have found the phone number in the phone book; this demonstrates the need to continue efforts to maintain listings in phone books.

In 2014, the National Contact Center will be awarding a new contract. Customer feedback collected through surveys will be used to write the requirements/Statement of Work. In addition, the National Contact Center has hired consultant JD Power and Associates to audit and analyze the operations of the NCC. A key part of this investigation will be the responses from customers to questions created by JD Power. For up to five months, our regular surveys will be replaced by these special JD Power surveys. In addition to informing JD Power's analysis of the NCC, these temporary surveys will allow JD Power and the NCC to benchmark its performance against contact centers in the private sector. JD Power will make recommendations to the NCC regarding improvements it can make immediately and requirements that it should include in its upcoming statement of work.

We are including the temporary surveys and ongoing surveys together within one Justification because they are investigating the same NCC services in similar ways, and more importantly, *will not be live in the field at the same time*. Had we submitted separate justifications for these two sets of instruments, we would have been requesting access to burden hours that we would not be using.

3. Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological collection techniques or other forms of information technology, e.g., permitting electronic submission of responses, and the basis for the decision for adopting this means of collection. Also describe any consideration of using information technology to reduce burden.

FCIC will administer the surveys via automated systems. Since the surveys are automated, no human is necessary to collect responses, thereby reducing the cost to the Government.

The email and web chat surveys are completed online. Therefore, the customers who choose to participate in these optional surveys will not have to contend with any

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paperwork or submission of forms. In addition, it allows the customer to complete the survey using the technology that they are already familiar with and actively using.

The phone surveys are completed using an automated and private push-button system. This allows the customer to complete the survey using the technology that they are already familiar with and actively using. Our temporary phone survey administered by JD Power and Associates will be introduced by a live operator, but the survey will be conducted using a private push-button system.

The web survey will be offered to customers in either one of two ways:

- A link to the survey within the closing of the email and chat responses. This is for the NCC’s permanent customer service surveys.
- An invitation featuring a link to the survey that is emailed to the email and chat customers. This is for the temporary customer service surveys conducted by JD Power and Associates that will replace our permanent survey for a single limited time period.

Here are examples of the verbiage to be used:

Chat:

“Your feedback helps us provide the best customer service possible, so please tell us how we did at <http://www.usa.gov/nccsurvey.shtml>. Thanks.” The invitation to our temporary web-based survey for chat will feature similar language.

Email:

“Please take our brief survey and tell us how we did. It will help us serve you better in the future.” The hyperlink goes to the survey at <http://www.usa.gov/nccsurvey.shtml>.” The invitation to our temporary web-based survey for email will feature similar language.

Phone:

The phone survey is offered to phone customers in the following manner: A small percentage of customers are informed by a brief pre-recorded message that they have been selected to be offered survey about their experiences. In order to participate in the survey, the customer must merely stay on the line after they are finished working with the live telephone agent. (The agent doesn’t know who has been offered the survey.)

4. Describe efforts to identify duplication. Show specifically why any similar information already available cannot be used or modified for use for the purposes described in Item 2 above.

These customer satisfaction surveys are the only formal assessment of the public’s perception of the quality of service they receive from the National Contact Center.

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5. If the collection of information impacts small businesses or other small entities (item 5), describe any methods used to minimize burden.

Information will be collected from National Contact Center customers, which include American citizens living in the U.S., Canada, and abroad. This information collection does not impact small businesses or other small entities.

6. Describe the consequence to Federal program or policy activities if the collection is not conducted or is conducted less frequently, as well as any technical or legal obstacles to reducing burden.

First, GSA's Statement of Work mandates that the National Contact Center is the primary vehicle for the American people to access, via the telephone, Government information and referrals. If the customer satisfaction survey is not conducted, FCIC will not be able to gauge the National Contact Center's effectiveness, quality, and service from its customers' perspective.

In addition, FCIC will use survey information to improve the quality of its information provided in the automated messages. FCIC is depending on this survey to provide important information that will be used to improve the organization, content, and usefulness of the National Contact Center's current automated messages. Without this feedback, FCIC will be severely handicapped by not knowing what information the public needs. This is especially important since the automated messages are the primary telephonic means of obtaining Government information and referrals after business hours and during weekends.

If the FCIC does not collect this information, it would not be able to fulfill Executive Order 13571: Streamlining Service Delivery and Improving Customer Service. The FCIC needs this information to make service improvements based on customer feedback.

Furthermore, as the National Contact Center prepares the Statement of Work for its upcoming contract renewal, this customer feedback is essential in forming our future requirements. It will also allow our consultant, JD Power and Associates, to analyze our contact center operations, which is also an important step in determining our upcoming requirements.

Finally, FCIC is depending on customer feedback provided by this survey to assess the effectiveness of their marketing activities. This is a formal assessment of these activities.

7. Explain any special circumstances that would cause an information collection to be conducted in a manner requiring respondents to:

- **Report information to the agency more often than quarterly;**
- **Prepare a written response to a collection of information in fewer than 30 days after receipt of it;**
- **Submit more than an original and 2 copies of any document;**
- **Retain records, other than health, medical, government contracts, grant-in-aid, or tax records, for more than 3 years;**

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- **In connection with a statistical survey, that is not designed to produce valid, reliable results that can be generalized to the universe of study;**
- **Require the use of a statistical classification that has not been reviewed and approved by OMB;**
- **Include a pledge of confidentiality that is not supported by authority established in statute or regulation, that is not supported by disclosure and data security policies that are consistent with the pledge, or which unnecessarily impedes sharing of data with other agencies for compatible confidential use; or**
- **Submit proprietary trade secrets, or other confidential information unless the agency can demonstrate that it has instituted procedures to protect the information's confidentiality to the extent permitted by law.**

There are no special circumstances that would cause this information collection to be conducted in an unusual or intrusive manner. All participation will be voluntary. All potential participants will be selected randomly, and most users access the National Contact Center infrequently. Therefore, it is extremely unlikely that participants would be selected to participate more often than quarterly. This information collection is designed to produce reliable and valid results that can be generalized to the public.

8. If applicable, provide a copy and identify the date and page number of publication in the Federal Register of the agency's notice, required by 5 CFR 1320.8(d), soliciting comments on the information collection prior to submission to OMB. Summarize public comments received in response to that notice and describe actions taken by the agency in response to these comments. Specifically address comments received on cost and hour burden.

Describe efforts to consult with persons outside the agency to obtain their views on the availability of data, frequency of collection, the clarity of instructions and recordkeeping, disclosure, or reporting format (if any), and on the data elements to be recorded, disclosed, or reported. Consultation with representatives of those from whom information is to be obtained or those who must compile records should occur at least once every 3 years – even if the collection of information activity is the same as in prior periods. There may be circumstances that may preclude consultation in a specific situation. These circumstances should be explained.

We have contracted with outside experts JD Power and Associates to guide us in the administration of our three one-time temporary surveys. They have advised us regarding the questions to ask, the number of surveys to collect, and they are helping to administer those three temporary surveys.

A notice was published in the Federal Register at 78 FR 14549, on March 6, 2013. No comments were received.

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9. Explain any decision to provide any payment or gift to respondents, other than reenumeration of contractors or grantees.

Survey participants will not be offered any payment or gift in exchange for completing the survey.

10. Describe any assurance of confidentiality provided to respondents and the basis for assurance in statute, regulation, or agency policy.

Personal identifying information will not be attached or connected to the results of our surveys.

During our standard, permanent surveys, no personal information, including the respondent's name, address, e-mail address, or telephone number, will be collected during the survey process. The surveys are anonymous. This will be explained to users at the beginning of the survey.

During implementation of our temporary surveys, we will collect first name and either email address or telephone number. However, this will be only for customers who choose to share this information. In addition, we will only use this information to contact the customers to invite them to our optional survey. Then, this first name and contact information will be permanently and securely discarded. Furthermore, it will not be connected to the information gathered by the survey. These surveys will also be anonymous. During our temporary survey, we will protect all data by following GSA and NIST security standards as required in our contract.

11. Provide additional justification for any questions of a sensitive nature, such as sexual behavior and attitudes, religious beliefs, and other matters that are commonly considered private. This justification should include the reasons why the agency considers the questions necessary, the specific uses to be made of the information, the explanation to be given to persons from whom the information is requested, and any steps to be taken to obtain their consent.

The National Contact Center survey contains no sensitive or private questions. The surveys only contain questions that assess customer service quality, a question designed to learn how users heard about the National Contact Center. Questions about whether the user resides in the United States or in another country and age are to better understand the audience we're reaching. None of the information obtained with the surveys are attached to personally identifying information, so survey responses cannot be traced to an individual. Even so, all survey questions are optional for the participant to answer. The surveys assess the extent to which customer service staff is courteous, professional, knowledgeable and responsive to customer needs. The survey also assesses the organization, content, and usefulness of the automated messages and the chat and e-mail responses.

12. Provide estimates of the hour burden of the collection of information. The statement should:

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- **Indicate the number of respondents, frequency of response, annual hour burden, and an explanation of how the burden was estimated. Unless directed to do so, agencies should not conduct special surveys to obtain information on which to base hour burden estimates. Consultation with a sample (fewer than 10) of potential respondents is desirable. If the hour burden on respondents is expected to vary widely because of differences in activity, size, or complexity, show the range of estimated hour burden, and explain the reasons for the variance. Generally, estimates should not include burden hours for customary and usual business practices.**
- **If this request for approval covers more than one form, provide separate hour burden estimates for each form and aggregate the hour burdens in Item 13.**
- **Provide estimates of annualized cost to respondents for the hour burdens for collections of information, identifying and using appropriate wage rate categories. The cost of contracting out or paying outside parties for information collection activities should not be included here. Instead, this cost should be included in Item 13.**

The following are estimates of the hourly burdens for our surveys. An explanation of how we arrived at these numbers follows.

Temporary Telephone survey (One year only):

Respondents: 300

Responses Per Respondent: 1

Annual Responses: 300

Hours Per Response: 0.116

Total Burden Hours: 35

Permanent Telephone Survey:

Respondents (Year one): 900

Respondents (subsequent years): 1000

Responses Per Respondent: 1

Annual Responses (year one): 900

Annual Responses (subsequent years): 1000

Hours Per Response: 0.033

Total Burden Hours (year one): 30

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Total Burden Hours (subsequent years): 33.33

Temporary Email survey (One year only):

Respondents: 600

Responses Per Respondent: 1

Annual Responses: 600

Hours Per Response: 0.0833

Total Burden Hours: 50

Permanent Email Survey:

Respondents (Year one): 960

Respondents (subsequent years): 1560

Responses Per Respondent: 1

Annual Responses (year one): 960

Annual Responses (subsequent years): 1560

Hours Per Response: 0.05

Total Burden Hours (year one): 48

Total Burden Hours (subsequent years): 78

Temporary Web Chat survey (One year only):

Respondents: 400

Responses Per Respondent: 1

Annual Responses: 400

Hours Per Response: 0.0833

Total Burden Hours: 33.33

Permanent Web Chat Survey:

Respondents (Year one): 440

Respondents (subsequent years): 840

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Responses Per Respondent: 1

Annual Responses (year one): 440

Annual Responses (subsequent years): 840

Hours Per Response: 0.05

Total Burden Hours (year one): 22

Total Burden Hours (subsequent years): 42

Total Burden Hours (Combined, Year One): 218

Total Burden Hours (Combined, Subsequent Years): 153.33

Explanation of how we came to these numbers:

Phone Survey:

Total call volume will be approximately 500,000 calls per year or about 41,666 calls per month.

For the majority of the time covered by this clearance, our telephone customers will be offered our standard survey. For one period of approximately one month, customers will be offered our special temporary survey provided by consultant JD Powers and Associates. The standard and temporary surveys will not be offered at the same time.

A) Temporary telephone survey

Again, for a period of approximately one month, telephone customers will be offered a different temporary survey. These temporary surveys will stop and be replaced by our standard surveys once a participation goal has been achieved. This goal is 300 telephone customers. This survey takes about seven minutes to complete. 100% of customers will be invited.

$300 \text{ customers} \times 7 \text{ minutes} / 60 \text{ mins/hour} = 35 \text{ burden hours}$

B) Permanent telephone survey

Of all consumers who call, up to 10 percent random sample will be offered our standard survey, or about 50,000 customers per year. The number of customers offered the survey may change depending on call volume in future years and actual number of survey respondents. We may also reduce the percentage of customers offered the survey.

The expected response rate is 2 percent of those offered the survey, based on previous responses. With this response rate, the total number of participants is expected to be

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about 1000 per year. This brief survey will require two minutes to complete for those who choose to participate.

The total time burden on the public will be 33 ⅓ hours per year for the phone survey.

- 1000 participants per year x 2 minutes / 60 mins/hr = 33 ⅓ hours per year

Since most of the survey processes are automated, there is very little record keeping time involved. The total expenditure on record keeping is approximately 1 hour per month.

C) Totals for telephone customers

In the first year covered by this clearance, some of the telephone customers will receive the slightly longer temporary survey. This means that about 100 fewer customers will participate in the permanent/standard survey in the first year than in the second and third years of the clearance, when there is no switch to a temporary survey.

Temporary (First year only):

300 telephone customers x 7 minutes / 60 mins/hour = 35 burden hours

Standard (First year only):

900 telephone customers x 2 minutes / 60 mins/hour = 30 burden hours

Total for telephone customers in first year that employs two sets of nonconcurring surveys: **65 hours**

In the second and third years of this clearance, customers will only receive an invitation to the standard, shorter survey. Total burden hours for the second and third years: **33 ⅓ hours/ each.**

Web Surveys:

Total e-mail volume will be approximately 50,000 e-mails per year, or about 4,166 e-mails per month. All of these customers will be offered the opportunity to share feedback on their experience through a web-based survey.

The total chat volume will be approximately 20,000 sessions per year, or about 1,666 sessions per month. All these consumers will be offered the opportunity to participate in the web survey. All of these customers will be offered the opportunity to share feedback on their experience through a web-based survey.

For the majority of the time covered by this clearance, our email and chat customers will be offered our standard survey. For one period of approximately four to five months, customers will be offered our special temporary survey provided by consultant JD Powers and Associates. The surveys will not be offered at the same time.

A) Temporary Email and Chat Surveys:

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For a period of up to five months, chat and email customers will be offered a different temporary survey. These surveys will stop and be replaced by our standard surveys once certain participation goals have been achieved. These goals are 400 chat customers and 600 email customers. These surveys both take about five minutes to complete.

400 chat customers x 5 minutes / 60 mins/hour = 33 ½ burden hours

600 email customers x 5 minutes / 60 mins/hour = 50 burden hours

Total burden hours for temporary surveys = 83 ½ burden hours

B) Permanent Surveys

When the temporary chat and email surveys are not running, we will offer our standard surveys. During the last six months, we have received approximately 70 responses from chat customers and 130 responses from email customers, both per month. Over one year, that works out to 840 chat responses and 1560 email responses per year. These surveys take approximately three minutes to complete.

840 chat customers x 3 minutes / 60 mins/hr = 42 burden hours

1560 email customers x 3 minutes / 60 mins/hr = 78 burden hours

Total burden hours for permanent surveys = 120 hours / year, before compensating for one time replacement by temporary surveys.

C) Totals for email and chat customers

During a block of time in the first year covered by this clearance, all of the customers will receive the slightly longer temporary surveys. Therefore, the number of customers participating in the permanent standard survey will be dramatically reduced.

Temporary (First year only):

400 chat customers x 5 minutes / 60 mins/hour = 33 ½ burden hours

600 email customers x 5 minutes / 60 mins/hour = 50 burden hours

Standard (First year only):

440 chat customers x 3 minutes / 60 mins/hour = 22 burden hours

960 email customers x 3 minutes / 60mins/hour = 48 burden hours

Total for email and chat customers in first year that employs two sets of nonconcurring surveys: **153 hours**

In the second and third years of this clearance, customers will only receive the standard, shorter surveys. Total burden hours for the second and third years: **120 hours/ each**

GRAND TOTALS

First year: 65 phone survey hours + 153 email and chat survey hours = 218 hours

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Second year: 33 ⅓ phone survey hours + 120 email and chat survey hours = 153 ⅓ hours

Third year: 33 ⅓ phone survey hours + 120 email and chat survey hours = 153 ⅓ hours

Annual average = 175 burden hours

Annual average number of participants = 3,467

13. Provide an estimate for the total annual cost burden to respondents or recordkeepers resulting from the collection of information. (Do not include the cost of any hour burden shown in Items 12 and 14.)

- **The cost estimate should be split into two components: (a) total capital and start-up cost component (annualized over its expected useful life) and (b) a total operation and maintenance and purchase of services component. The estimates should take into account costs associated with generating, maintaining, and disclosing or providing the information. Include descriptions of methods used to estimate major cost factors including system and technology acquisition, expected useful life of capital equipment, the discount rate(s), and the time period over which costs will be incurred. Capital and start-up costs include, among other items, preparations for collecting information such as purchasing computers and software; monitoring, sampling, drilling, and testing equipment, and record storage facilities.**
- **If cost estimates are expected to vary widely, agencies should present ranges of cost burdens and explain the reasons for the variance. The cost of purchasing or contracting out information collection services should be a part of this cost burden estimate. In developing cost burden estimates, agencies may consult with a sample of respondents (fewer than 10), utilize the 60-day pre-OMB submission public comment process and use existing economic or regulatory impact analysis associated with the rulemaking containing the information collection, as appropriate.**
- **Generally, estimates should not include purchases of equipment or services, or portions thereof, made: (1) prior to October 1, 1995; (2) to achieve regulatory compliance with requirements not associated with the information collection; (3) for reasons other than to provide information or keep records for the Government or (4) as part of customary and usual business or private practices.**

Not applicable.

14. Provide estimates of annualized costs to the Federal Government. Also, provide a description of the method used to estimate cost, which should include qualification of hours, operational expenses (such as equipment, overhead, printing, and support staff), and any other expense that would not have been incurred without this collection of information. Agencies may also aggregate cost estimates from Items 12, 13, and 14 in a single table.

FCIC has estimated the annualized cost to the Federal government by computing costs on the actual number of calls.

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Since the phone surveys will be conducted by telephone, there will be no paper copies sent to respondents. This eliminates printing expenses and postage/return postage costs to distribute and return the survey. There will be additional charges for the phone line usage. We estimate this to be \$120.00, which is 1000 surveys multiplied by 2 minutes per survey, multiplied by a phone line usage cost of approximately \$.06 per minute.

The e-mail and chat survey will be completed by webform. The survey instrument we are using is \$300.00 for unlimited surveys and respondents. We share this instrument product with other another sub-division in our division of the Office of Citizen Services and Innovative Technologies, and it is used for many surveys, both internal and external. The costs for this tool are not paid per survey, so the cost for these surveys is not possible to determine. To be conservative, we can declare the cost to be about \$150.00

The total for all permanent surveys is approximately \$270.00 per year.

In 2013, the National Contact Center has hired JD Power and Associates to perform a one-time audit of the National Contact Center operations. A part of that audit will be temporary surveys of our telephone, email, and web chat services. Though part of a larger cost for the entire audit, the cost of the actual administration of the temporary email and web chat surveys is \$17,765.00. This is not an annualized cost, but a one-time cost.

15. Explain the reasons for any program changes or adjustments reported in Items 13 or 14.

We are hoping to increase the number of respondents to our phone survey. Therefore, we are increasing the number of customers who receive the invitation to participate. If the number of phone survey participants increases, we should see an increase in phone line usage spending, as already reflected above.

We are also anticipating an increase in costs due to our special one-time temporary surveys, which are a part of an audit of our contact center by consultants JD Power and Associates. This cost will occur in the first year covered by this clearance.

Our web chat program has become more popular. Increased usage by the public will likely result in increased participation in our optional surveys. We anticipate that increase by including a higher number of respondents on this justification than in our previous justification. There is no cost associated with an increase in survey participation.

In our previous justification, we over-estimated usage of our email service. For this justification, we are basing our estimate of usage on FY 2012 data. As a result, we are anticipating a decrease in respondents to our email surveys.

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We have revised the time to respond to our ongoing surveys based on testing of the time it takes to fulfill our surveys. This revision is reflected in this justification, and it should result in a more accurate burden hour calculation.

16. For collections of information whose results will be published, outline plans for tabulation and publication. Address any complex analytical techniques that will be used. Provide the time schedule for the entire project, including beginning and ending dates of the collection of information, completion of report, publication dates, and other actions.

FCIC plans to begin data collection upon OMB approval. Survey data will be collected every month until the expiration of the OMB approval, 3 years from the approval date.

This information will allow FCIC to track customer satisfaction from quarter to quarter.

Survey results will be used internally by FCIC and the National Contact Center management staff to assess customer service performance per GSA's contract, improve the quality of its information provided in automated messages, and assess the effectiveness of marketing activities. There are no plans for formal publication of results.

17. If seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons that display would be inappropriate.

It is appropriate for the National Contact Center survey to display the expiration date for OMB approval. However, the phone survey will not be in paper format, it is only available via telephone. If directed, the OMB approval number and expiration date will be read during the survey introduction.

18. Explain each exception to the certification statement identified in Item 19, "Certification for Paperwork Reduction Act Submissions".

B. Collections of Information Employing Statistical Methods

The agency should be prepared to justify its decision not to use statistical methods in any case where such methods might reduce burden or improve accuracy of results. When Item 17 is checked, "Yes," the following documentation should be included in the Supporting Statement to the extent that it applies to the methods proposed:

1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection methods to be used. Data on the number of entities (e.g., establishments, State and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection had been conducted previously, include the actual response rate achieved during the last collection.

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The NCC receives about 500,000 calls per year. Up to ten percent will be randomly selected to be offered the survey (50,000). Of those 50,000, approximately 2%, or 1000 people, will actually complete the survey.

The NCC receives about 50,000 emails per year and about 20,000 chats per year. All email and chat customers will be offered the Web survey. Of those, approximately 3.5%, or 2,500 people, will actually complete the survey.

Universe (annual)

Phone Survey (Automated Message and Agent)	Web Survey (Email & Chat)	Total
50,000	70,000	120,000

Expected Response Rate:

Phone Survey (Automated Message and Agent)	Web Survey (Email & Chat)	Total
2%	3.5%	2.75%

Approximate annual expected responses:

Phone Survey (Automated Message and Agent)	Web Survey (Email & Chat)	Total
1000	2,500	3,500

2. Describe the procedures for the collection of information including:

- Statistical methodology for stratification and sample selection,
- Estimation procedure,
- Degree of accuracy needed for the purpose described in the justification,
- Unusual problems requiring specialized sampling procedures, and
- Any use of periodic (less frequent than annual) data collection cycles to reduce burden.

The survey estimates are based on actual response rates of previous collections. A high degree of accuracy is not necessary for the purposes described in the justification. We do not foresee any unusual problems that would require specialized sampling procedures. However, we may change our sampling percentage if we experience significant changes in the inquiry volume or participation rate. We do not anticipate the use of periodic (less frequent than annual) data collection cycles to reduce burden.

3. Describe methods to maximize response rates and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collections based on sampling, a special justification must be provided for any collection that will not yield “reliable” data that can be generalized to universe studied.

In order to maximize response rates and to deal with issues of non-response, we encourage the completion of the surveys by giving our reasons for giving them (“To improve our service to you”), by providing an estimated completion time “It will take less than two minutes of your time”), and by pledging that all responses are anonymous.

4. Describe any tests of procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections of information to minimize burden and

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improve utility. Tests must be approved if they call for answers to identical questions from 10 or more respondents. A proposed test or set of test may be submitted for approval separately or in combination with the main collection of information.

We only test our surveys to ensure that they are functioning properly. The testing is done by government officials and has no impact on our customers.

5. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.

No individuals were consulted on statistical aspects of the design. David Kaufmann and Diane DeVera of the Contact Center Services Division of the Federal Citizen Information Center will analyze the information for GSA.