

Unified Submission Consumer Research Moderator's Interview Guide

I. Interviewer Introduction

- Name
- Agency
- Purpose of the interview
- Privacy disclosure

Hello,

My name is <moderator's first name> and I am calling from the Consumer Financial Protection Bureau. You recently submitted a <complaint or Tell Your Story> and we would like to ask you to participate in a brief 15-minute survey about your experience to help us identify improvements to our services.

Thank you for agreeing to be a participant.

Let's cover a couple of things before we get started:

1. Your participation is completely voluntary and you do not need to share any personal information.
2. All information you share will be recorded anonymously and will not affect any matters currently pending with us. Your responses will only be used to improve our services.
3. Our privacy act statement, as well as other information, can be found on consumerfinance.gov.
4. The Paperwork Reduction Act is a federal law that requires the Office of Management and Budget's (OMB) approval of certain federal questionnaires. OMB has approved this questionnaire under control number 3170-0024.

Do you have any questions before we begin?

II. Questions for consumers who have submitted a Tell Your Story to the CFPB.

A. Value proposition and navigation to the CFPB TYS form.

Let's begin:

1. Tell me about how you found the Tell Your Story form on the CFPB website.
2. Tell me about why you decided to use the service.
3. What benefit did you see in using it?
4. What do you think other consumers would use this for?

B. Using the form

1. Tell me about your experience completing the form.
2. What aspects did you like most?
3. What aspects did you like least?
4. Was there anything that you would have liked to do that you were unable to do?

C. Expectations

1. What did you expect to happen after submitting the form?
2. What actually happened next?
3. Overall, how satisfied were you with the service?

D. Last thoughts

1. If later today you had a thought, comment or idea that you wanted to share with a company you frequently engage with, how would you share it with them?

III. Questions for consumers who have submitted a complaint to the CFPB via the paper or phone gateway.

E. Value proposition and navigation to the CFPB TYS form.

Let's begin:

1. Tell me about how you found the CFPB's complaint service.
2. Tell me where you decided to submit a complaint (e.g. via email).
3. Did you consider other submission methods? Why or why not?
4. What was most important to you when selecting? Least?

F. Submitting through paper or phone

1. Tell me about your experience completing the form.
2. What aspects did you like most?

3. What aspects did you like least?
4. Was there anything that you would have liked to do that you were unable to do?

G. Expectations

1. What did you expect to happen after submitting the form?
2. What actually happened next?
3. Overall, how satisfied were you with the process?

H. Last thoughts

1. If later today you had an issue with a company whose services or products you use, how would you communicate with them?

IV. Closing:

This is the end of the brief survey. Thank you so much for your participation and providing insightful comments. As we said at the beginning, your feedback will be anonymized and used only to identify improvements to our services. Please have a good evening. Good bye.