

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3090-0297)

TITLE OF INFORMATION COLLECTION: Customer Satisfaction Survey for the USA.gov Telephone Information Services (Req-15)

PURPOSE:

To collect feedback about customer satisfaction for the USA.gov Telephone Information services. These services answer the public’s questions about the U.S. government. Most customers will speak to a live Information Specialist, who will help the customer find the government information they need. Some customers, such as those who reach our service during non-business hours, may choose to listen to the information contained in our recorded message library. There is a separate survey for each of these two customer groups. Some questions are featured in both surveys. A few questions are featured only in the survey for customers who speak to a live Information Specialist. The Information Specialists are employees of a contracting company and are not federal employees. The surveys will be conducted by either (1) an automated push-button telephone technology, often referred to as an Interactive Voice Response (IVR) system or (2) via assistance from a live operator over the telephone. The results of the surveys will be used internally to improve service, as well as to satisfy the customer satisfaction metrics required by the Digital Government Strategy.

DESCRIPTION OF RESPONDENTS:

Respondents to these two surveys are individuals who call the toll-free number for the USA.gov telephone information service. A percentage of individuals will be randomly chosen to be *offered* this *optional* survey. The percentage will be throttled in order to produce a sufficient sample size but not exceed permitted burden hours. We will start with ten percent, based on experience. Upon completion of their interaction with our information service, the chosen individuals will be provided the chance to participate in a survey.

The number of individuals who call our telephone information service is fairly predictable from year to year. We are able to adjust the percentage of callers that we invite to take our survey in order to fall within the approved level of survey participation.

TYPE OF COLLECTION: (Check one)

- | | |
|---|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> Other:_____ |

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.

5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: David Kaufmann

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? [] Yes [X] No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? [] Yes [X] No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? [] Yes [X] No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [] Yes [X] No

BURDEN HOURS – BOTH SURVEYS COMBINED

Category of Respondent	No. of Respondents	Participation Time	Burden
Individual customers of USA.gov telephone information service	1000 (both surveys combined)	7 minutes	117 hours
Totals (per year)	1000 (both surveys combined)	7 minutes	117 hours

FEDERAL COST: The estimated annual cost to the federal government is \$0. Existing infrastructure resources will be used to implement and maintain the surveys.

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?
[] Yes [X] No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

Respondents are members of the public who choose to call the USA.gov telephone information service in order to ask government-related question. Only a small percentage of the members of this distinct group will be offered to participate in these optional surveys. Individuals call our

service about 500,000 times a year. We will randomly extend an invitation to about 10 percent of these callers. The expected response rate is 1 to 2 percent of those offered the survey, based on previous response rates. Therefore, we expect about 1,000 people to participate in our survey within a year. We have the ability to lower the invitation rate in order to ensure that too many individuals do not participate in the survey, however we have never had to do this. We can also set the invitation rate to zero if necessary.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
 - Web-based or other forms of Social Media
 - Telephone
 - In-person
 - Mail
 - Other, Explain - Interactive Voice Response (IVR) system.
2. Will interviewers or facilitators be used? Yes No.