

# 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 E-mail and Web Chat Services (Req-16)

**PURPOSE:**

To collect feedback about customer satisfaction for the E-mail and Web Chat services for the website USA.gov. These services answer the public’s questions about the U.S. government. The results of the survey will be used internally to improve service, as well as to satisfy the customer satisfaction metrics required by the Digital Government Strategy. The surveys for E-mail and Web Chat are basically the same survey, as they ask the same questions with only slightly different wording in order to align with the particular channel used.

**DESCRIPTION OF RESPONDENTS:**

Individuals who visit the website USA.gov and then submit questions or comments via online email form or Web Chat interface. Two days after completion of the web chat or email exchange, individuals are emailed a link to an optional online survey. If they choose to participate in the survey, they may click the link and go to the survey. Participation is voluntary and anonymous.

**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  No

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

**Gifts or Payments:**

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

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden
Individual customers of USA.gov Chat and Email	3,000	7 minutes	350 hours
<b>Totals (per year)</b>	3,000	7 minutes	350 hours

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

**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       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?

Targeted respondents have both visited the website USA.gov and chosen to submit a question or comment via email or web chat conversation. Two days after completion of the web chat or email exchange, individuals are emailed a link to an optional online survey. Text will explain that the link is an optional opportunity to provide us with feedback in order to help us improve our services. Potential respondent will freely choose whether or not to participate in the survey.

In Fiscal Year 2013, our email and chat surveys were completed nearly 2,500 times. Participation in the surveys is partly based on the number of customers for our chat and email services, and 3,000 surveys has been estimated in order to allow for an increase. An existing clearance exists for these surveys, but we are changing several of the questions in order to comply with questions required by the Digital Government Strategy. Therefore, we are submitting a new request.

### **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
2. Will interviewers or facilitators be used?  Yes  No