

**Request for Approval under the “Generic Clearance for the Collection of
Routine Customer Feedback” (OMB Control Number: 3090-0297)
Customer Satisfaction Survey Tool (CSST) that Integrates with the Digital
Analytics Program (DAP)
(Req-28)**

TITLE OF INFORMATION COLLECTION: Customer Satisfaction Survey Tool (CSST) that Integrates with the Digital Analytics Program (DAP)

PURPOSE: The DAP and CSST were created to comply with Milestones 8.1 and 8.2 in the Digital Government Strategy. This GSA survey will serve as a pilot for which other agencies may use to inform a decision to implement the survey themselves.

<https://www.whitehouse.gov/digitalgov/strategy-milestones>

The DAP collects valuable information about how the public is interacting with the government on the web. It offers:

- Digital Metrics guidance and best practices
- Training
- A no-cost, federal-wide Web analytics tool
- Support to help agencies implement the tool, and
- On-going help-desk support

In addition, DAP avoids the duplication of agencies purchasing the same tool and going through separate procurements.

When we combine the information from the DAP with information from the CSST, this will allow federal agencies to determine *how* to improve their website. For example, if survey results show low satisfaction with the site, the agency can drill down to the pages visited and/or which page the customer was on at the point he or she exited the site. This will tell federal agencies *which* pages and transactions on their sites are most in need of improvement. Some customer satisfaction surveys will tell you that people were dissatisfied, but it is often difficult to determine *where* it occurred, or *why*. Therefore, integration with the DAP is key, because it enables more targeted information and data.

It is optional for federal agencies to implement the survey. It is not intended to replace current surveys, but it will serve as a no cost tool for agencies currently not collecting customer satisfaction data on their website. Agencies who are currently using other tools can use the CSST as a supplement to the information they are already getting.

DESCRIPTION OF RESPONDENTS: Individuals (visitors to GSA websites)

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 (<i>e.g.</i> , 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.

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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

If PII is collected, please provide a brief statement regarding why PII is necessary, how it will be stored and for how long, and how it will be destroyed once the collection is over.

Gifts or Payments:

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

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals	33,000*	1 minute or .02 hours	550 hrs**
Totals			

*Total users in 2015 ~ 11 million

Assumed invitation rate of 15% = 1.65 million invites

Industry standard 2% completion rate = 33,000 respondents

**33,000 x 1 / 60 = 550 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$468,637.

GSA's **contract** with Comtech and iPerceptions is firm fixed price, with the software portion totaling \$335,000 per year. Comtech's project management fee brings the price of the contract to **\$444,000**, and neither portion increases as more federal agencies/websites use the tool/survey. This is a tremendous value, considering that competing tools charge \$15,000 (iPerceptions Gov 360) to \$25,000 (per website, Answers.com (formerly ForeSee Results), American Customer Satisfaction Index (ACSI)).

FTE Costs

The DAP Manager is a GS-12, Step 1 and the CSST Product Manager and contract COR is a GS-13, Step 7. Assuming both of these employees spend 10% of their time on this project:

GS-12, Step 1 for the Washington, D.C. area = \$77,490 per year
X 1.31 multiplier for benefits X 0.1 FTE = **\$10,151**

GS-13, Step 7 for the Washington, DC area = \$110,578 per year
X 1.31 multiplier for benefits X 0.1 FTE = **\$14,486**

The FTE annual salaries are based on the last rates published by OPM at <https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/pdf/2016/DCB.pdf> The benefits multiplier of 1.31 is derived from BLS news release USDL: 15-0386, March 11, 2015, at <http://www.bls.gov/news.release/pdf/ecec.pdf>.

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?

Only a small percentage of each website's visitors will be asked at random to take the survey, and the invitation rate will vary by each website's typical traffic. The DAP and Comtech/iPerceptions teams have created a tool to calculate an invitation rate based on typical web traffic, response rate (assumed to be the industry-standard of 2%), and desired confidence interval (90%).

The invitations are served randomly upon a user landing on a CSST-equipped website based on the invitation rate determined by the tool.

The invitation will be served up on the first page of the visit and if the visitor agrees to take the survey, they are asked to do so after the visit is complete.

The CSST is structured so that any user that accepts invitation will not be re-invited when visiting that site for 90 days. Acceptance of the survey invite also prevents an invite from being issued on other CSST participating sites for 24 hrs. This process is done through cookie detection.

The CSST also has the ability to detect other survey tools on the site, and will not fire if another survey tool does. For example, to guarantee a good user experience, DAP will detect the ForeSee cookie, "fsr.s", that is dropped when the user gets the Foresee invite. If it contains a value "i" that has the value of 1 or -1, this means that the Foresee invitation has been shown and we will not show the CSST invitation.

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