

Supporting Statement
Approval Request to Conduct Customer Satisfaction Research (OMB #1545-1432)
IRS.gov ITA Survey

A. JUSTIFICATION

1. Circumstances Making the Collection of Information Necessary

The Rules Base Program Office within the Wage & Investment Division is conducting a customer survey to measure customer satisfaction with their use of the Interactive Tax Assistant on irs.gov. The survey instruments will be used to determine the customer satisfaction of the ITA tool and its ease of use.

2. Purpose and Use of the Information Collection

The primary goal of the survey is to assist in determining the ease of using ITA as well as how satisfied the customer is with the answer received when using the tool.

3. Consideration Given to Information Technology

The questionnaire will be administered on irs.gov at the completion of using the ITA tool and receiving a response to the tax law question posed.

4. Duplication of Information

This is the only study conducted by the IRS to measure customer satisfaction for the on-line ITA tool.

5. Reducing the Burden on Small Entities

The ITA Customer Satisfaction Survey has been designed to minimize burden. The time it takes a respondent to complete the survey has been carefully considered and only the most important areas are being surveyed. The average time of survey completion is expected to be less than 2 minutes. Burden estimate are based on 8% response rate.

6. Consequences of Not Conducting Collection

The RBPO will not be able to measure external customer satisfaction with ITA. Feedback from customers is important in order to assess ease of use and reliability of the tool. If the survey is not conducted, opportunities to improve the product would be missed.

7. Special Circumstances

There are no special circumstances. The information collected will be voluntary and will not be used for statistical purposes.

8. Consultations with Persons Outside the Agency N/A

9. Payment or Gift . No payments or gifts to be provided.

10. Confidentiality

The survey is conducted online with no data collection of a personal or sensitive nature. The data returned to IRS will have no identifying information relating specific records to individual taxpayers. Nonetheless, IRS will ensure that privacy to the extent allowed by law and security of the aggregated results will receive the utmost attention. Public and official access to the information will be tightly controlled. The computer files containing this tabulated information will remain password protected at all times. We will apply fair information and record-keeping practices to ensure protection of all taxpayers. The criterion for disclosure laid out in the Privacy Act, the Freedom of Information Act, and section 6103 of the Internal Revenue Code, provides for the protection of taxpayer information as well as its release to authorized recipients.

11. Sensitive Nature

There are no questions within the survey that are of a personal or sensitive nature.

12. Burden of Information Collection

The estimated time to complete the survey is 30 seconds. Based on a potential sample of 500,000 and assuming a 8 percent response rate, the total annual burden hours requested (333 hrs.) are based on the number of survey completions we expect to receive over the requested period for this clearance.

Estimated Burden				
Type of Collection	No. of Respondents	Annual Frequency per Response	Minutes per Response	Total Hours
Customers who respond to survey (percent of above)	40,000	1	.5 minutes (30 seconds)	333 hrs (40K*.5)/60
Total				333 hrs

13. Costs to Respondents

Not Applicable.

14. Costs to Federal Government

Not applicable

15. Reason for Change

Not applicable.

16. Tabulation of Results, Schedule, Analysis Plans

Taxpayers who complete an ITA topic will be asked to take the survey on the response page. The IRS will assume that all data collected from this survey is qualitative in nature and that no critical decisions will be made by this office solely from the analysis of data from this survey. The results from this survey are simply one piece of a larger set of information needed to assess the needs related to services provided by the IRS.

17. Display of OMB Approval Date

Not applicable

18. Exceptions to Certification for Paperwork Reduction Act Submissions

These activities comply with the requirements in 5 CFR 1320.9.

19. Period of Survey:

November 2013 through November 2014

B. STATISTICAL METHODS

The primary purpose of these collections will be for internal management purposes; there are no plans to publish or otherwise release this information.

1. Universe and Respondent Selection

Taxpayers will be asked to take the survey once they have completed an ITA topic and have received a response.

2. Procedures for Collecting Information

W&I, Strategy & Finance, Research will be responsible for collecting the data and conducting data analysis.

3. Methods to Maximize Response

The survey is offered to all taxpayers who complete an ITA topic and have received a response. The response rate is determined based on those taxpayers who wish to complete the survey.

4. Testing of Procedures

No testing will be conducted.

5. Contacts for Statistical Aspects and Data Collection

For questions regarding the survey, questionnaire design or statistical methodology, contact:

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Attachment:

Survey