

**Supporting Statement**  
**Approval Request to Conduct Customer Satisfaction Research (OMB #1545-1349)**  
**IRS Large Business & International Division**  
**Customer Experience Qualitative Research 2013**

**A. JUSTIFICATION**

**1. Circumstances Making the Collection of Information Necessary**

LB&I is revising its taxpayer research program to obtain information previously not captured to ultimately improve taxpayer compliance through improved service. Specifically, LB&I seeks to obtain deeper insights about LB&I taxpayer experience with the IRS, including information from taxpayers who do not undergo audits (a segment of taxpayers not previously surveyed).

**2. Purpose and Use of the Information Collection**

A primary goal for the information collection is to gather taxpayer feedback to identify and prioritize service improvements the IRS should make in the improvement of overall taxpayer satisfaction. Data will be used to develop a redesigned customer experience service.

**3. Consideration Given to Information Technology**

The research will be conducted in the form of telephone or in-person focus group discussions/interviews. No additional information technology is required.

**4. Duplication of Information**

This is currently the only customer experience research aimed at LB&I taxpayers being conducted. PCG is coordinating with other IRS conjoint survey studies to ensure no duplication.

**5. Reducing the Burden on Small Entities**

NA

**6. Consequences of Not Conducting Collection**

LB&I will be limited in its understanding of customer experience and redesign of services to improve taxpayer compliance.

**7. Special Circumstances**

No special circumstances are foreseen.

**8. Consultations with Persons Outside the Agency**

LB&I will contract this work to Pacific Consulting Group (PCG), the current contractor who currently manages LB&I's customer satisfaction program.

**9. Payment or Gift**

Respondents will receive a token of appreciation of \$50 each, paid by Pacific Consulting Group.

**10. Confidentiality**

Taxpayer identities will not be revealed to the IRS. All information gathered will be aggregated and presented in summary form.

Our authority for requesting the information is 5 USC and 26 USC 7801. Providing information is voluntary. The information you provide may be disclosed to an IRS contractor when authorized by law. The contractor is required to follow privacy to the extent allowed by law protections required by the Privacy Act and /or Internal Revenue Code section 6103.

**11. Sensitive Nature**

Information requested will be focused on the taxpayer process (how they contacted LB&I, their experience with IRS interactions). No specific case information such as tax obligation and details of tax information will be requested.

**12. Burden of Information Collection**

The estimated time to complete the screener is one minute. Based on a potential sample of 150 the total burden for screening is 2.5 hours (150 x 1/60). For participants, assuming a 20 percent acceptance rate, it is expected that 30 will accept the invitation. The total burden for participants is 30 hours (30 x 60/60 =30 hours. The total annual burden hours requested (32.5 hrs) are based on the number of collections we expect to conduct over the requested period for this clearance.

Type of Collection	No. of Respondents	Minutes per Response	Total Hours
Asking customers to participate	150	1	2.50 hrs
Customers who respond to survey (percent of above)	30	60	30.5 hrs
<b>Total</b>			<b>32.5 hrs</b>

**13. Costs to Respondents**

Not Applicable.

**14. Costs to Federal Government**

The estimated cost for this research is \$90,000

**15. Reason for Change**

Not applicable.

**16. Tabulation of Results, Schedule, Analysis Plans**

Results will be aggregated and summarized into a focus group summary. As the sample size is relatively small (n=30), no quantitative analyses will be performed. Instead, dominant themes, key findings, and recommendations for direction will be included.

**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. Dates Collection Begin and End**

We anticipate data collection beginning in January 2013 and ending in February 2013.

## **B. STATISTICAL METHODS**

### **1. Universe and Respondent Selection**

Respondents will be selected from a combination of lists of audited taxpayers (from the IRS) and a purchased list that identifies large and mid-sized businesses that may have not undergone audits.

### **2. Procedures for Collecting Information**

The methodology used will be a series of 18 individual one-hour interviews and two one-hour focus group discussions. Each focus group session will include approximately six taxpayers. A recruitment screening guide is attached.

Taxpayers will be recruited from those who completed a recent LB&I Domestic Survey Customer Satisfaction survey and indicated willingness and interest in participating in follow-up research, as well as from a third-party list of LB&I taxpayers (who have not undergone IRS audits).

### **3. Methods to Maximize Response**

Recruited participants will receive a monetary incentive for participating in the survey. Respondents will be assured privacy of their responses to the extent allowed by law. PCG will provide a Help Desk for participants with questions or issues with the survey.

### **4. Testing of Procedures**

This research methodology has been tested and successfully used in other taxpayer research.

### **5. Contacts for Statistical Aspects and Data Collection**

For questions regarding the study or discussion guide design, contact Keith Fowler, Program Analyst, LB&I. [keith.fowler@irs.gov](mailto:keith.fowler@irs.gov), PAIR