

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0920-1003)

TITLE OF INFORMATION COLLECTION:

Centers for Disease Control and Prevention’s National Contact Center (CDC-INFO) Interactive Voice Response (IVR) Survey

PURPOSE:

The Centers for Disease Control and Prevention (CDC) seeks to obtain approval to offer and collect surveys with customers who call the CDC National Contact Center (CDC-INFO). CDC-INFO offers CDC health information in English and Spanish, to the general public and health care professionals who call the contact center (1-800-CDC-INFO). The surveys are a part of an automatic Interactive Voice Response system designed to improve service delivery and monitor caller satisfaction. Each interaction is an opportunity to collect customer feedback and help assess how CDC-INFO can improve performance and the quality of interactions.

DESCRIPTION OF RESPONDENTS:

Participation in the surveys is optional for callers to CDC-INFO. Since 2006, the contact center has received more than 2 million phone and email inquiries from both Spanish and English speakers in the United States. Most inquiries are from the general public. Other customers usually include healthcare professionals, health departments and clinics, and international travelers. Between 4,000 and 5,000 CDC-INFO callers participate in the survey each month.

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: Rasaan Jones

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, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
3. If Applicable, has a System or Records Notice 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 |
|------------------------|--------------------|--------------------|--------------|
| Individuals | 60,000 | 4/60 | 4,000 |
| | | | |
| Totals | | | 4,000 |

FEDERAL COST: The estimated annual cost to the Federal government is \$2722.50 _____

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?

Active consent is required in order to participate in the automated CDC-INFO survey. Callers who do not wish to participate can indicate so by touch tone, voice, or simply by hanging up. All callers who participate in the survey will be identified as the target group of respondents.

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