

# **Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0690-0030)**

---

**TITLE OF INFORMATION COLLECTION:** Commercial Service (CS) Europe (UK) - Client Feedback

**PURPOSE:**

Expanding U.S. exports is a national priority to improving U.S. trade performance. The Department of Commerce’s (DOC) International Trade Administration (ITA) including the U.S and Foreign Commercial Service (CS) are key U.S. government agencies responsible for assisting U.S. organizations to export and/or conduct business overseas. The CS provides export promotion services such as market research, client counseling and trade missions. To accomplish its mission effectively and efficiently CS requires ongoing client feedback on its programs. The tagline will be in use for a 90-day test with UK clients, and depending on the feedback, will expand to other countries.

This email tagline enables CS to track client satisfaction and performances of international Posts. It also enables the CS to identify potentially unsatisfied clients and take timely action to resolve the situations. Clients benefit from this information collection because it is used to improve services provided to them (public).

**DESCRIPTION OF RESPONDENTS:**

1. Respondents have participated in an event or fee and non-fee based services.
2. Respondents are current or potential clients or anyone who’ve received an email from the locally engaged staff and Foreign Service officers.

**TYPE OF COLLECTION:** (Check one)

- |                                                                          |                                                             |
|--------------------------------------------------------------------------|-------------------------------------------------------------|
| <input checked="" type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Comment card |
| <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: Dale Tasharski, Senior Commercial Officer, CS Germany

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 Hours
1. Private sector & State, local or tribal governments; and federal government (email tagline)	240	3 minutes	12
<b>Totals</b>	<b>240</b>	<b>3 minutes</b>	<b>12 hours</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is \$0.

**If you are conducting a focus group, comment card, 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?

**Email taglines:** anyone who receives an email from the locally engaged staff and Foreign Service officers has the opportunity to access the tagline link and provide comments.

**Dropdown responses for Questions 1 and 2:**

1. Yes, No.
2. a) Likely, b) Not Likely, c) No way, we want to keep you to ourselves.

**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

**Please make sure that all instruments, instructions, and scripts are submitted with the request.**