

Key Elements for OMB Memos under the Generic Clearance
for Data User Evaluation Surveys 0607-0760

Account Manager Customer Service Assessment

1The Census Bureau plans to conduct additional survey work under the generic clearance for Data User Evaluation Surveys (OMB number 0607-0760).

Purpose of the Study

The Census Bureau's Economic Management Division (EMD), Respondent Outreach and Promotion Branch is planning a survey to understand the customer service delivered by account managers (AMs) from the customers perspective. The feedback from this survey will help the Census Bureau decide if changes in the design and execution of this program are needed. In addition, this assessment can provide input for reporting on results, allocating resources, and presenting the AM program to external audiences.

The key research questions or substantive issues being examined are:

- Seek feedback from respondents about the program's customer service delivery
- Maintain and improve our program, collection and services
- Identify ways to achieve best practices for service delivery
- Assist and encourage AMs to monitor and improve customer service
- Respond to the needs of our respondents

Survey Methodology

The sampling frame consists of a list of AM companies. The selection will be a random sample reflecting the proportions of companies across the following strata: individual account managers, mail groups, establishment vs. enterprise-level reporting units. 500 contacts will be selected from a list of approximately 1500 contacts to ensure proportional coverage across AMs and current surveys. This Customer Service Assessment will be conducted using Survey Monkey. For those companies selected, that the Census Bureau does not have an email address for, will be contacted by the Respondent Outreach and Promotion Branch (ROPB/EMD) by phone. This phone call will be an invitation to respond to the survey monkey.

Respondents

The size of the universe is 1500. The size of the sample will be 500.

Burden

EMD along with staff have reviewed and internally tested the questionnaire for ease of use and content appropriateness. Specific techniques and pretesting methods that we used were internal user acceptance testing and expert review of content by survey methodologist.

We estimate respondent burden at 5 minutes per questionnaire for a total respondent burden of 42 hours.

Incentives

N/A

Attachments/Enclosures

Attachments

- Email invitation, reminder email, and thank you email
- Questionnaire

For further information about this study, please contact Kellie Friedrich at 301-763-5168 or kelli.m.friedrich@census.gov