

UNITED STATES MINT
QUANTITATIVE CONSUMER RESEARCH
UNITED STATES MINT
Wholesale Customer Satisfaction SURVEY
OMB Clearance Request
10/06/2015

I. Introduction /Purpose of the Research

This purpose of this collection request is for the United States Mint to conduct a one-time quantitative research study among wholesale customers to provide a satisfaction measurement of the United States Mint wholesale customer experience, product offerings and the United States Mint website.

Conducting this survey enables the United States Mint Customers Operations team in Sales and Marketing to assess the current efforts with United States Mint wholesale customers and will provide indication of areas where customer service and product satisfaction can be improved. The research will also gather input on how to improve the current products and services offered.

Part of the United States Mint's mission is to produce and make collectible coin products available directly to the American public. Executive Order No. 12862 (September 1993), titled "Setting Customer Service Standards," establishes a mandate for the government to improve and adhere to best practices when providing customer service directly to the American people, such as by conducting research to determine satisfaction with existing services and to ensure the kind and quality of services offered are aligned with those the public wants (Section 1b). To effectively accomplish these goals, the United States Mint utilizes a combination of accepted research methods that shed light on the awareness, satisfaction and preferences among the public as they relate to collectible coin products and services. The United States Mint Wholesale Customer Satisfaction survey is one of these instruments.

The consequence of not performing this collection is the United States Mint's diminished ability to maintain service and product quality levels that will continue to satisfy customers.

II. Sample Design and Methodology

The United States Mint Wholesale Customer Satisfaction survey is designed to be a web-based survey among active United States Mint wholesale customers. An email will be delivered to customers inviting those to take the web survey.

The sample for active customers will be obtained from the United States Mint wholesale customer database lists. We anticipate inviting 450 customers to respond to the survey.

The survey data results will be collected, coded, cleaned, and tabulated by the United States Mint research team and presented via Microsoft PowerPoint report. Key results

reported will include overall customer service, product offering and website satisfaction as well as classification of all customer open-end responses.

III. Wholesale Customer Satisfaction Survey Design

The Wholesale Customer Satisfaction survey is designed to be completed via Internet using SurveyMonkey. SurveyMonkey is provider of web-based survey solutions and has been used by Fortune 100 businesses, academic institutions, and other organizations. The questions and survey logic will be built within SurveyMonkey tool. The tool will also distribute the survey to target respondents, collect responses and provide result summaries. The survey itself will dive deeper into the following topic areas:

- Overall satisfaction, customer experience, products and services offered
- Potential interest in future products offered by the United States Mint.
- Potential interest in future marketing opportunities offered by the United States Mint.
- Satisfaction with the United States Mint website.
- Demographics (United States Mint specific and general)

IV. Methods to Maximize Response Rates

This survey approach is designed to minimize the amount of intrusion and burden that is placed on customers. Accordingly, calls will not be made to them, nor will other “intrusive” measures that normally might be used to maximize response rates. Only if the customer does opt in, we may contact the customer to get further feedback regarding their responses to the survey. Survey participation is totally voluntary and respondents can complete the survey at a time convenient to them. No monetary incentive will be offered.

V. Estimate of the Burden Hours

The collection of information will involve the completion of the survey on the web with a target of 225 respondents. The average time to complete the survey will be approximately 15 minutes for 225 respondents. Therefore, the total estimated annual burden for this survey is 56 hours.

	Wholesale Customer Satisfaction Survey
All respondents	225
Average minutes to complete survey	15 minutes
Total estimated burden hours	56 hrs

If you have questions related to the review of this collection request, you may contact any of the following individuals at the United States Mint’s Sales and Marketing Department:

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