

UNITED STATES MINT
QUALITATIVE CONSUMER RESEARCH
UNITED STATES MINT Wholesale Product Satisfaction Survey
Satisfaction measurement of the new American Eagle Silver Proof Bulk Pack
OMB Clearance Request
3/30/2017

I. Introduction /Purpose of the Research

This purpose of this collection request is for the United States Mint to conduct a one-time qualitative research study among wholesale customers to provide a satisfaction measurement of the new American Eagle Silver Proof Bulk Pack product that will be offered.

Conducting this survey enables the United States Mint Retail Team, Customers Operations team and Product Development Team to assess the overall satisfaction of the new American Eagle Silver Proof Bulk Pack product, potential improvements to the product that can be made and other products that wholesale customers would prefer to have similar bulk packaging.

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 products and services 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 Product 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 Product Satisfaction Survey is designed to be a telephone interview survey among active United States Mint wholesale customers. Wholesale customers will be called and invited to take the survey.

The sample for active customers will be obtained from the United States Mint wholesale customer database lists. We anticipate inviting 180 customers to respond to the survey.

The survey data results will be collected and presented via Microsoft PowerPoint report. Key results reported will include overall satisfaction measurement of the new American

Eagle Silver Proof Bulk Pack product and classification of all customer open-end responses.

III. Wholesale Product Satisfaction Survey Design

The Wholesale Product Satisfaction survey is designed to be completed via calling and interviewing a representative sample of wholesale customers. The survey itself will explore the following topic areas:

- Overall satisfaction of the new American Eagle Silver Proof Bulk Pack product.
- Potential improvements to the American Eagle Silver Proof Bulk Pack product
- Potential interest in future products offering bulk packaging similar to the American Eagle Silver Proof Bulk Pack product.
- Other pressing issues with the overall US Mint wholesale customer program.

IV. Methods to Maximize Response Rates

This survey approach is designed to minimize the amount of intrusion and burden that is placed on customers. 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 180 respondents. The average time to complete the survey will be approximately 7 minutes for 180 respondents. Therefore, the total estimated annual burden for this survey is 21 hours.

	Wholesale Product Satisfaction Survey
All respondents	180
Average minutes to complete survey	7 minutes
Total estimated burden hours	21 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 Numismatic and Bullion Directorate:

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