

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 1530-0023)

TITLE OF INFORMATION COLLECTION: Treasury Retail Program Review Customer Experience Qualitative Research

PURPOSE: *The purpose of this project is to explore customer needs and wants around the customer experience, including how customers prefer to initiate and receive support services. This will include exploring a range of experiences from providing complete customer service, to customer self-sufficiency, or a range of customer service interactions tailored to particular products.*

DESCRIPTION OF RESPONDENTS: *This research will be conducted with three types of respondents: 1) TreasuryDirect Customers with a mix of those who have purchased and own savings bonds and Treasury securities - any age group. 2) Savings bond current owners who have never used TreasuryDirect - any age group. 3) People who do not currently own any savings bonds or other Treasury securities – age 21 to 40. And 4) People who do not currently own any savings bonds or other Treasury securities – age 41 to 70.*

TYPE OF COLLECTION: (Check one)

- | | |
|--|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input checked="" 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: _____
Bruce A. Sharp

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

Bulletin board participants will receive approximately \$75 upon conclusion. This incentive was chosen to encourage respondent participation through the duration of 4 bulletin board sessions. The incentive rate is based on prevailing rates for the type of participation and duration where the industry norm is \$100 to \$125.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Bulletin-Board Online Discussion (Focus) Groups	15 per group for 4 groups = 60	2 hrs	120 hrs
Totals	60	2 hrs average	120 hrs

FEDERAL COST: The estimated annual cost to the Federal government is not known at this time.

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?

A screening protocol will be used for all participants. For those participants who are TreasuryDirect customers, Fiscal Service will mail out an email or letter to a random selection of TreasuryDirect customers asking them to voluntarily participate in qualitative research. They will be further screened according to the screening protocol. For those who are not current TreasuryDirect customers, the screening protocol is designed to recruit participants who own savings bonds (for group 2) or those who do not use TreasuryDirect and are not owners of savings bonds nor other Treasury securities but are involved in making financial decisions, and who represent a cross-section of the population in terms of gender, race/ethnicity, age, income, education, and employment status for Groups 3 and 4. See attached Screener.

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.

Instructions for completing Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback”

TITLE OF INFORMATION COLLECTION: Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

PURPOSE: Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

DESCRIPTION OF RESPONDENTS: Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

TYPE OF COLLECTION: Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

CERTIFICATION: Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

Personally Identifiable Information: Provide answers to the questions. Note: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

Gifts or Payments: If you answer yes to the question, please describe the incentive and provide a justification for the amount.

BURDEN HOURS:

Category of Respondents: Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households; (2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected per row.

No. of Respondents: Provide an estimate of the Number of respondents.

Participation Time: Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)

Burden: Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.

FEDERAL COST: Provide an estimate of the annual cost to the Federal government.

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. Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

Administration of the Instrument: Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.

Submit all instruments, instructions, and scripts are submitted with the request.