

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0960-0788)

TITLE OF INFORMATION COLLECTION: Customer Service Stations (CSS) Customer Satisfaction Intercepts

DESCRIPTION OF ACTIVITY:

Background: Electronic Services, also known as eServices, offer the public, businesses, and other government agencies access to the Social Security Administration’s (SSA) Internet, automated telephone, and direct data exchange services. SSA is piloting customer service stations (CSS) to provide convenient access to eServices for the public. The current phase of the project includes placement of five CSSs in public locations in the Mid-Atlantic area.

A proof of concept (POC) will test self-service CSSs that provide convenient access SSA services and information in agency locations, as well as external partner community sites. The CSSs offer a streamlined menu of service options geared toward the needs of individuals and tools to engage customers, such as access to online services. The CSSs provide an innovative video feature to provide assistance to those who need or prefer a more personalized customer service experience.

We are proposing to conduct in-person intercepts with public users to gauge their satisfaction with the use of the CSSs. The information will be used to assess the viability of providing stations at more locations nationwide.

We plan to conduct intercepts at the following locations:

- Postal Plaza Social Security Office – Washington, D.C.
- Maryland Center for Veterans Education and Training – Baltimore, MD
- Congreso de Latinos Unidos – Philadelphia, PA
- Prince George’s County Department of Social Services – Temple Hills, MD
- Bread for the City – Washington, D.C.

The survey and intercepts will ascertain:

- Overall satisfaction with the CSS experience
- Purpose for using the CSS
- Suggestions for additional service options
- Ability to complete their transaction
- Suggested areas for improvement
- Potential for future use
- Likelihood of recommendation to others
- Demographic information
- Willingness to use self-service options

Methodology:

- An SSA-employee moderator will conduct intercepts* at the CSS locations with volunteer participants.

*Similar to an in-depth interview, an intercept is a one-on-one interview to collect independent reactions about products, services, advertisements, or concepts.

TYPE OF COLLECTION:

- Customer Comment Card/Complaint Form
- Usability Testing (e.g., Website or Software)
- Focus Group
- Customer Satisfaction Survey
- Small Discussion Group
- Other: Intercepts

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: **Faye Lipsky, Reports Clearance Officer, Social Security Administration**

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, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
3. If Applicable, has a System or Records Notice been published? Yes No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? No, respondents will not be paid for their participation.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time (minutes)	Burden (hours)
Intercepts	65	10	11
Totals	65		11

BURDEN HOUR COMPUTATION (*Number of responses (X) estimated response time (/60) = annual burden hours*):

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

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?

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 - Survey Sheet/Questionnaire
2. Will interviewers or facilitators be used? Yes No

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

USE OF RESULTS:

The research results will be used to determine the public's satisfaction and ease with using the kiosks. The results will also help us determine whether the kiosk is a viable tool for the public to do business with SSA.

NAME OF CONTACT PERSON: Debbie Larwood

PHONE NUMBER: 410-966-6135