



# American Customer Satisfaction Index Small Business Administration Survey

## VERSION 1.4 2018

### Introduction

**PROG. NOTE: Move in CONTACT NAME from sample**  
[CONTACT NAME]: CONTNAME FROM SAMPLE

**PROG. NOTE: Move in SAMPLE TYPE from sample**  
[SAMPLE TYPE]: ACTION FROM SAMPLE  
1=A (Approved)  
2=D (Declined)  
3=W (Withdrawn)

May I speak with (RESTORE CONTACT NAME)?

Hello. The Small Business Administration program has hired my company, [Data Collection Company], to call on their behalf to conduct a brief survey about their low-interest disaster assistance loan program. The purpose of this survey is to provide SBA with feedback from their customers to assist them in improving customer service. Your answers are voluntary and we will not ask any questions about confidential information. If at any time you do not feel comfortable answering a question, please say so. Your responses will be held completely anonymous, and you will never be identified by name. This interview is authorized by the Office of Management and Budget Control No. 1090-0007, which expires July 31, 2018. This interview will take approximately 10 – 15 minutes.

### Screener

**(IF RESPONDENT IS ON THE PHONE, ENTER "1" WITHOUT READING QA AND CONTINUE. IF NOT, REREAD INTRO IF NECESSARY.)**

QA. May I speak with the person, or one of the persons, who recently applied for a low-interest disaster assistance loan through the Small Business Administration's Disaster Assistance Program?

- |     |                            |                     |
|-----|----------------------------|---------------------|
| 1   | Yes                        | (Continue)          |
| 2   | Yes, but not available now | (Schedule callback) |
| 3   | No                         | (Terminate)         |
| 4   | Reread intro               |                     |
| DK  |                            | (Terminate)         |
| REF |                            | (Terminate)         |

**PROG. NOTE: If "4" is selected, restore intro**

### Notice of SBA Disaster Loans

NQ1. From which agencies or other sources did you find out about the Small Business Administration's Disaster Assistance Program? **(Multiple response)**

- 1 Federal Emergency Management Agency (FEMA)
- 2 Small Business Administration (SBA)
- 3 Another government organization (please specify)
- 4 Online
- 5 Media such as TV, radio or newspaper
- 6 Social media
- 7 Bank or credit union
- 8 Employer
- 9 Workplace associate
- 10 Family member or friend
- 11 Paid advisor or expert
- 12 Other (please specify)

NQ1. How did you first learn about the Small Business Administration's Disaster Assistance Program? **(Single response)**

- 1 Websites
- 2 Email
- 3 Text messages
- 4 Mobile apps
- 5 In-person
- 6 Printed materials
- 7 Other (please specify)

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**Website**

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WQ1. At any time during the loan process did you visit the SBA Office of Disaster Assistance website?

- 1 Yes
- 2 No **(skip to next section DLAP Portal)**
- 3 Don't know **(skip to next section DLAP Portal)**

Please think about your experience using the SBA Office of Disaster Assistance website. Using a scale from 1 to 10 where 1 is "Poor" and 10 is "Excellent" please rate the following:

- WQ2. The overall look and feel of the site  
WQ3. The website functionality  
WQ4. The content and information presented on the website.  
WQ5. The website navigation

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**DLAP Portal**

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PQ1. Did you choose to set up an account on the Disaster Loan Assistance portal?

- 1 Yes
- 2 No **(skip to next section Application Process)**
- 3 Don't know **(skip to next section Application Process)**

Please think about your experience setting up and using your account. Using a scale from 1 to 10 where 1 is "Poor" and 10 is "Excellent" please rate the following:

- PQ1. Time required to set up the account
- PQ2. Usefulness of general information available to help you complete your loan application
- PQ3. How well the information on your member home page meets your needs; this is the page that includes a greeting and your name.
- PQ4. The information available on the status of your application

PQ5. Did you have any difficulty setting up your account?

- 1 Yes
- 2 No **(skip to next section Application Process)**

PQ12. Please describe any difficulty you had setting up your account? (open end)

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### **Application Process**

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- Q1. Did you apply using the electronic loan application?
  - 1. Yes
  - 2. No
  - 3. Don't Know

**If Q1= "YES" ASK Q1a**

- Q1a. Please tell me which type of device was used to apply.
  - 1. Mobile
  - 2. Computer
  - 3. Other

**If Q1= "YES" READ INTRO1, THEN ASK Q2-Q7**

**If Q1= "NO" OR "DON'T KNOW" READ INTRO2 THEN ASK Q2-Q7**

INTRO1 Now, let's think about the electronic application process required after you received a disaster loan application to complete from the SBA's Disaster Assistance Program.... On a scale from "1" to "10," where "1" is "poor" and "10" is "excellent," please rate the following:

INTRO2 Now, let's think about the paper application process required after you received a disaster loan application to complete from the SBA's Disaster Assistance Program....

On a scale from “1” to “10,” where “1” is “poor” and “10” is “excellent,” please rate the following:

- Q2. SBA making it clear to you what information was required from you for completing the application
- Q3. Clarity of application instructions
- Q4. Ease of attaining the information required to fill out the application
- Q5. The ease of filling out the loan application paperwork
- Q6. Amount of paperwork required to complete the loan application
- Q7. Clarity of the terms of the loan program

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### **Customer Service Center**

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- Q8. During the process were you in contact with the SBA customer service center?
  - 1. Yes
  - 2. No (**skip to next section Q14 ‘Recovery Center’**)

And thinking about the customer service you received from the SBA’s personnel... On a scale from “1” to “10,” where “1” is “poor” and “10” is “excellent,” please rate the following:

- Q9. Availability of customer service personnel
- Q10. Professionalism of customer service personnel
- Q11. Knowledge of customer service personnel
- Q12. Helpfulness of customer service personnel
- Q13. Ability to answer your questions or if needed to direct you to the correct SBA representative

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### **Recovery Center**

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- Q14. Did you visit a local disaster recovery center?
  - 1. Yes
  - 2. No (**skip to next section Q21 ‘Inspection Process’**)

And thinking about your recovery center experience on a scale from “1” to “10,” where “1” is “poor” and “10” is “excellent,” please rate the following:

- Q15. Ease of finding location
- Q16. Hours of operation being convenient
- Q17. Availability of SBA staff
- Q18. Professionalism of SBA staff
- Q19. Knowledge of SBA staff
- Q20. Helpfulness of SBA staff

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**Inspection Process**


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- Q21. Did a SBA Damage Inspector contact you to estimate the cost to repair your disaster damaged or destroyed property?
1. Yes
  2. No (**skip to the next section 'Decision Process'—INTRO TO LQ1**)
- Q22. Did you or your representative meet with the Inspector on site?
1. Yes (indicates an on-site inspection or on-site "Post Desktop" **continue TO Q23**)
  2. No (**indicates a "Desktop inspection, only"— continue TO Q23**)

In recalling the discussion with the Inspector on a scale of "1" to "10" where "1" is "poor" and "10" is "excellent", please rate the following:

- Q23. Introduction of Inspector
- Q24. Clear explanation of inspection purpose
- Q25. Responsiveness to questions
- Q26. Program knowledge
- Q27. Courteousness
- Q28. Professionalism
- Q29. Explanation of next steps

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**Decision Process**


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Now, let's think about the decision process from SBA's Disaster Assistance Program....

Please rate the following aspects of the Application Loan Officer you spoke with about the loan decision process. On a scale from "1" to "10," where "1" is "poor" and "10" is "excellent," please rate their...

- LQ1 Program knowledge
- LQ 2 Ability to answer your question
- LQ 3 Courtesy
- LQ 4 Professionalism
- LQ 5 Communication skills

On a scale from "1" to "10," where "1" is "poor" and "10" is "excellent," please rate the following:

- Q30. The timeliness of the decision
- Q31. Fairness of the decision based on requirements

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**Loan Closing**


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- Q32. Did you receive a loan closing package?
1. Yes

2. No (**skip to next section 'ACSI Benchmark Questions—INTRO TO Q38'**)

Now, let's think about the loan closing package you received. On a scale from "1" to "10," where "1" is "poor" and "10" is "excellent," please rate the following:

Q33. Clarity of information in package about closing process

Q34. Ease of following the required steps to close

Q35. Timeliness of receiving loan funds AFTER the closing was complete

Q36. How was your loan closed?

1. SBA Center with SBA staff (**skip to next section 'ACSI Benchmark Questions—INTRO TO Q38'**)
2. Mail
3. Other

Q37. Did you obtain assistance by phone during the closing process?

1. Yes
2. No

SQ1. Did you interact with a Case Manager during the loan closing process?

1. Yes
2. No (**skip to next section 'ACSI Benchmark Questions—INTRO TO Q38'**)

Please rate the following aspects of the Case Manager you spoke with about the loan decision process. On a scale from "1" to "10," where "1" is "poor" and "10" is "excellent," please rate their...

- SQ 2 Program knowledge
- SQ 3 Ability to answer your question
- SQ 4 Courtesy
- SQ 5 Professionalism
- SQ 6 Communication skills

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### **ACSI Benchmark Questions**

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Satisfaction includes many things. Let's move on and talk about your overall satisfaction with the SBA's Disaster Assistance Program loan application process.

Q38. First, please consider all your experiences to date with the SBA loan application process. Using a 10-point scale on which "1" means "very dissatisfied" and "10" means "very satisfied," how **satisfied** are you with the SBA loan application process?

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Q39. Considering all your expectations, to what extent has the SBA's loan application process fallen short of or exceeded your expectations? Using a 10-point scale on which "1" now means "falls short of your expectations" and "10" means "exceeds your expectations," to what extent has the SBA loan application process fallen short of or exceeded your expectations?

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Q40. Forget the SBA loan application process for a moment. Now, I want you to imagine an ideal process that offers low-interest loans for disaster recovery assistance. **(PAUSE)** How well do you think the SBA loan application process compares with that ideal? Please use a 10-point scale on which "1" means "not very close to the ideal" and "10" means "very close to the ideal."

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**Confidence**

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Q44. How confident are you that the SBA's Disaster Assistance Program will do a good job in the future providing low-interest disaster recovery loans? Using a 10-point scale on which "1" means "not at all confident" and "10" means "very confident," how confident are you that SBA will do a good job in the future?

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Q45. If asked, how willing would you be to say positive things about the job the SBA's Disaster Assistance Program is doing in issuing low-interest loans? Using a 10-point scale on which "1" means "not at all willing" and "10" means "very willing," how willing would you be to say positive things about the SBA?

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**Custom Questions**

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**{IF SAMPLE TYPE=1 ASK INTRO TO CQ1; OTHERWISE GO TO QD5A}**

Now, we need to ask you a few questions about the loan process and the type of loan you received...

CQ1. Does the loan payment established in your loan terms add an undue burden to your monthly budget?

- 1 Yes
- 2 No
- 3 Don't know

CQ2. Considering how important the Disaster Program was to your ability to recover, using a 10-point scale on which "1" means "not at all important" and "10" means "very important", how important was the Disaster Program to your ability to recover?

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QD2. SBA's Disaster Assistance Program provides loans to various disaster survivors. What type of loan did you receive from SBA? **(READ CODES 1-4; ACCEPT UP TO FOUR MENTIONS)**

- 1 Personal Property Replacement Loan (Renter)

- 2 Personal or Real Property Replacement Loan (Homeowner)
- 3 Physical Disaster Loan (Business Owner)
- 4 Economic Injury Loan (Business Owner)

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**{IF QD2 = 1, ASK QD2A; OTHERWISE GO TO FILTER BEFORE QD2B}**

QD2A. Were you able to replace your disaster-damaged personal property within six months **after you received all your loan proceeds**?

- 1 Yes
- 2 No

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**{IF QD2 = 2, ASK QD2B; OTHERWISE GO TO FILTER BEFORE QD2C}**

QD2B. Were you able to repair your disaster-damaged home or replace your disaster-damaged personal property within six months **after you received all your loan proceeds**?

- 1 Yes
- 2 No

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**{IF QD2 = 3, ASK QD2C; OTHERWISE GO TO FILTER BEFORE QD2D}**

QD2C. As a recipient of a physical disaster loan for your business, were you able to repair or replace your disaster-damaged property within six months **after you received all your loan proceeds**?

- 1 Yes
- 2 No

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**{IF QD2 = 4, ASK QD2D; OTHERWISE GO TO QD5A}**

QD2D. As a recipient of an economic injury loan, was your business in operation within six months **after you received all your loan proceeds**?

- 1 Yes
- 2 No

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QD5A. Could you please tell me the name of your city?

**[OPEN END]**

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QD5B. May I please have your zip code?

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Thank you for your time today. The Small Business Administration would like to thank you for your feedback and will use it to improve its services. Have a good day.