

## **OMB Control No. # 693-0031 – NIST Generic Request for Customer Service-Related Data Collections**

Customer Interaction Center (CIC) Customer Survey

### **FOUR STANDARD SURVEY QUESTIONS**

#### **1. Explain who will be surveyed and why the group is appropriate to survey.**

Surveys will be sent to customers who contact the Customer Interaction Center (CIC) to report application issues and/or system unavailability. The CIC's customers consist primarily of Commerce Business Systems (CBS) users. CBS is the suite of financial and administrative systems currently utilized by most of the Department of Commerce (DoC) bureaus. CIC customers include federal and non-federal staff at the following bureaus:

Office of the Secretary (OS)  
U.S. Economic Development Administration (EDA)  
Bureau of Economic Analysis (BEA)  
International Trade Administration (ITA)  
Minority Business Development Agency (MBDA)  
National Institute of Standards and Technology (NIST)  
National Telecommunications and Information Administration (NTIA)  
National Technical Information Service (NTIS)  
Office of Inspector General (OIG)  
Economics & Statistics Administration (ESA)  
Bureau of Industry and Security (BIS)

In addition to these bureaus, the CIC receives phone calls and emails from the general public (vendors) requesting assistance with their submitted invoices.

Surveys will be sent to measure or gain feedback on the customer experience when dealing with the Business Systems Division (BSD)/CIC staff. This group is appropriate because they are the customers who utilize the system and will have one-on-one interaction, either by email or by phone, with the CIC representative.

#### **2. Explain how the survey was developed including consultation with interested parties, pre-testing, and responses to suggestions for improvement.**

This survey was developed from analyzing samples of customer surveys from other agencies. Relevant questions were updated in order to best fit our services. No pre-testing was conducted as the questions are simply used for feedback on a customer's experience.

#### **3. Explain how the survey will be conducted, how customers will be sampled if fewer than all customers will be surveyed, expected response rate, and actions your agency plans to take to improve the response rate.**

All customer interactions are documented in the ServiceNow application. A ticket is generated for the customer's request/issue. Once the request/issue has been resolved, an electronic link to the survey will be included with the ticket resolution, which is emailed directly to the customer.

The expected response rate is 10 percent, as completion of the survey is optional. To improve the response rate, CIC staff members will encourage customers to complete the survey. In addition, the CIC will send communications to DoC staff to encourage survey participation.

**4. Describe how the results of the survey will be analyzed and used to generalize the results to the entire customer population.**

Survey results will be reviewed and analyzed on a monthly basis. Feedback will be shared with management to implement any improvements. In addition, positive responses will be shared with staff members to recognize excellent customer service.