

Health Resources and Services Administration
SUPPORTING STATEMENT
HRSA Electronic Handbooks Customer Service Survey

A. Justification

1. Circumstances of Information Collection

The Health Resources and Services Administration (HRSA) currently has approval under the generic clearance, Office of Management and Budget (OMB) Control No. 0915-0212, to conduct customer satisfaction surveys and focus groups. This collection of information helps fulfill the requirements of:

- a. Executive Order 12862, "Setting Customer Service Standards," which directs Agencies to continually reform their management practices and operations to provide service to the public that matches or exceeds the best service available in the private sector.

This is a request for OMB approval of a qualitative, voluntary customer satisfaction survey or focus group under HRSA's generic clearance. HRSA's Electronic Handbooks (EHBs) Customer Support Center (CSC) proposes to obtain customer service feedback for inquiries received and tracked within the Salesforce customer relationship manager platform (referred to as Salesforce). The EHBs supports HRSA programmatic and grant actions. Phone interactions and an online web form are the two ways in which HRSA's EHB CSC receives inquiries on HRSA's grant award policies, processes and systems. Both are responded to from the EHBs Customer Support Center.

Executive Order 12862 directs agencies that "provide significant services directly to the public" to "survey customers to determine the kind and quality of services they want and their level of satisfaction with existing services". The objective of administering a customer service survey is to obtain feedback from our external stakeholders on how satisfied they are with the responses and level of service they receive from the EHBs CSC.

2. Purpose and Use of the Information

The HRSA EHBs Customer Support Center was implemented to provide technical support to grant recipients using the EHBs. Customer interactions are tracked within Salesforce to document the grantee's experience with the Customer Support Center representative, EHBs, and programmatic and grant issues.

HRSA intends to use the data collected from the survey in order to gain a better understanding of the grantee's experience, to solicit the level of satisfaction on the quality of service provided, and to identify areas for improvement.

3. Use of Improved Information Technology

The surveys will be administered through Survey Monkey, a web-based survey tool, allowing for 100% of the information to be collected with electronic collection techniques.

The surveys will be distributed via an automated email that respondents receive informing them that the status of their inquiry has changed to closed or resolved. By adding the survey as a link (<https://www.research.net/r/GL3HT3C>) to the automated email, we reduce the burden for both administering and receiving the surveys. Specifically, for administering the survey, we will update the system once to include a specific survey URL for all future notifications. In addition, it is one less email received by the respondent.

4. Efforts to Avoid Duplication

To the best of our knowledge, no other entity within the Federal Government has gathered or is planning to gather similar data.

5. Involvement of Small Entities

These surveys will not have a significant impact on small businesses or small entities.

6. Consequences if Information Collected Less Frequently

Without this type of feedback, HRSA will not be able to obtain feedback from our external stakeholders on how satisfied they are with the responses and level of service they receive from the EHBs CSC. HRSA needs this feedback to improve service.

There are no legal obstacles to reduce the burden.

7. Consistency With the Guidelines in 5 CFR 1320.5(d)(2)

These surveys will be implemented in a manner fully consistent with 5 CFR 1320.5(d)(2).

8. Consultation Outside the Agency

The notice required in 5 CFR 1320.8(d) was published in the *Federal Register* on December 17, 2014, (Vol. 79, No.242, pages 75164). No public comments were received.

9. Remuneration of Respondents

Not Applicable

10. Assurance of Confidentiality

To date, the HRSA customer satisfaction surveys have not collected personally identifiable information from respondents. The survey does not request any personally identifiable information, such as name, organization, etc. In addition, the survey tool (Survey Monkey) has the option for keeping responses anonymous by masking the IP address of the respondent.

11. Questions of a Sensitive Nature

The surveys do not contain questions of a sensitive nature.

12. Estimates of Annualized Hour Burden

Respondents:

All individuals that have an inquiry marked closed or resolved in Salesforce will have the opportunity to provide feedback on how well HRSA EHBs Customer Support Center or staff have responded to their inquiry. The survey will target individuals that fall under the following categories:

- Submitted inquiry about HRSA's grant management processes through the EHBs Customer Support Center and
- Submitted inquiry about HRSA's programmatic processes through the EHBs Customer Support Center.

We estimate that 15% of individuals who submit an inquiry to the EHBs Customer Support Center will respond to the customer service survey.

Annual burden estimates:

The total respondent burden for the HRSA Customer Support Center surveys is estimated at 38 hours. We expect approximately 4825 respondents to participate in the EHB's customer service surveys.

Type of Collection	Number of Respondents	Responses per Respondent	Total Responses	Hours per Respondent	Total Burden Hours	Wage Rate	Total Hour Cost
HRSA EHBs Customer Support Center Customer Service Survey *	4825	1	4825	.008	38.00	30.54**	\$1160.52
Total	4825		4825		38.00		\$1160.52

*Electronic Handbooks Support Center numbers are estimated by using 2016 data.

**Wages for Social and Community Service Managers are based on Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, <http://www.bls.gov/ooh/management/social-and-community-service-managers.htm>

Planned frequency of information collection:

An opportunity to complete the survey will accompany each inquiry to the EHBs Customer Support Center or online web request form. A link to the voluntary customer service survey will be sent to potential respondents in an email indicating the inquiry is marked resolved and closed.

13. Estimates of Annualized Cost Burden to Respondents

The only associated cost to respondents is their time to provide the requested information.

14. Estimates of Annualized Cost to the Government

The associated annualized cost to the government is the time spent on data review and reporting by OIT staff. The estimated annualized cost to the government is \$2,389.78 (1-GS 14, Step 3 – using 2% FTE).

HRSA will not incur any costs for the survey tool, Survey Monkey. Costs listed here are based on hourly wage rate for federal employees.

15. Change in Burden

Not Applicable. This is a new activity under HRSA's generic clearance and will be included in the total burden currently approved by OMB under OMB Control No. 0915-0212.

16. Plans for Analysis and Timetable of Key Activities

Survey Monkey allows for real-time data analysis. The tool automatically analyzes the data, making it easy for staff to review and pull the data at any time during the year without having to manipulate or reanalyze the data. Once the surveys are created and administered, the OIT Customer Support Branch staff responsible for reviewing customer service feedback will review the data at fixed intervals or as necessary throughout the year.

17. Exemption for Display of Expiration Date

No exemption is being requested. The expiration date will be displayed.

18. Certifications

This information collection activity will comply with the requirements in 5 CFR 1320.9.