

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0990-0379)

TITLE OF INFORMATION COLLECTION:

Customer Satisfaction Telephone Survey and Telephone Interview for the Evaluation of the Office on Women’s Health (OWH) Helpline/Call Center

PURPOSE:

The purpose of this (1) survey and (2) interview is to acquire OWH Call Center clientele opinions regarding their experiences using the Call Center. In this brief automated telephone survey and interview, participants are asked a series of questions pertaining to first-call resolution, satisfaction, and customer service. Results of this survey and interview will be used to inform ongoing efforts for improving the reach and impact of the Call Center. The survey and interview are part of a larger effort to determine the impact, effectiveness, and reach of the OWH Call Center.

DESCRIPTION OF RESPONDENTS:

Respondents are Call Center clientele who have recently made an inquiry to the Call Center and have participated in a survey regarding their experiences with the Call Center. After interaction with an OWH helpline counselor, respondents will be directed to an automated survey. Following their participation in the previous survey, interested respondents are asked if they are interested in participating in an interview. Those that are interested in being contacted to participate will provide their telephone number. It is likely that potential respondents will utilize the Call center in the future.

TYPE OF COLLECTION: (Check one)

- | | |
|--|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" type="checkbox"/> Customer Satisfaction Survey (Part 1) |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input checked="" type="checkbox"/> Other: <u>Telephone Interview (Part2)</u> |

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 _____

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? Yes No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Individuals/Households (INTERVIEW)	20	30/60	10
Individuals/Households (SURVEY)	200	2/60	7
Totals			17

FEDERAL COST: The estimated annual cost to the Federal government is: \$154,395.81

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

Potential respondents will self-select into the interview. Specifically, when a potential respondent makes a call to the Call Center, the counselor will ask if the individual would like to participate in a brief automated telephone survey at the conclusion of the call. Callers that are interested will be directed to the automated survey. At the end of the survey, participants are asked if they would like to participate in an interview, as well. Interested parties provide their telephone number. When they are called back, potential respondents will be asked again if they would like to participate. A time will be scheduled with interested respondents.

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?

N/A

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

Interviewers will be utilized for this data collection effort.

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