# Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 1660-0130)

**TITLE OF INFORMATION COLLECTION:** NFIP Customer Experience

**PURPOSE:**

The purpose of this survey is to create a customer experience fact base to inform the transformation of future services, products, and communication materials provided by the NFIP. FEMA's Federal Insurance and Mitigation Administration (FIMA), with its contractor, McKinsey & Co., designed the survey to capture the customer experience life cycle of homeowners with flood insurance – why they purchased flood insurance, how satisfied they are, and the experiences that most affect their satisfaction from the time that they decide to purchase flood insurance to when they cancel their coverage. Respondents will be asked about their specific experiences with flood insurance and will subsequently receive questions specific to those experiences. In aggregate, this will enable us to understand how customers interact with their flood insurance (e.g., 6/10 respondents attempted to contact FEMA at one point) and how it affected their satisfaction.

**DESCRIPTION OF RESPONDENTS**:

Respondents will be homeowners who have purchased flood insurance in the past 10 years. The respondents will come from a Market Research Panel, an organization with a large group of voluntary participants who have agreed to fill out surveys in exchange for some kind of reward (e.g., entry into a sweepstakes; by agreeing to fill out the survey, the participant is eligible to win some sort of nominal gift card that is provided by the Market Research Panel and does not come from the Federal Government). The customer experience survey participants will be selected from the Market Research Panel population on the basis of the incidence of relevant criteria to the NFIP.

**TYPE OF COLLECTION:** (Check one)

| | |
|---|---|
| [ ] Customer Comment Card/Complaint Form | [ X ] Customer Satisfaction Survey |
| [ ] Usability Testing (e.g., Website or Software | [ ] Small Discussion Group |
| [] Focus Group | [ ] Other:______________________________ |

**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 <u>not</u> raise issues of concern to other federal agencies.
4. The results are <u>not</u> intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of <u>substantially</u> informing <u>influential</u> 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: <u>Thomas E. Glen</u>____________________________________________

To assist review, please provide answers to the following question:

**Personally Identifiable Information:**
1. Is personally identifiable information (PII) collected? [ ] Yes [X ] 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? [ X ] Yes [ ] No

**Gifts or Payments:**
Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [ X ] Yes [ ] No

**BURDEN HOURS**

| **Category of Respondent** | **No. of Respondents** | **Participation Time** | **Burden** |
|---|---|---|---|
| Individuals and Households | 2000 | 0.17 | 333 |
| | | | |
| **Totals** | **2000** | 0.17 | **333** |

**FEDERAL COST:** FIMA's contractor has expended the following costs on the survey, included within their total cost:

<u>Total cost of survey:</u>
**Total expenditure: $195-210K,** of which $125-140k is a fixed cost that has already been incurred in developing and designing the survey
- Survey design & development: $100K
- Labor cost invested negotiating the PRA process: $25-40K (includes time spent processing paperwork, navigating the process, finding survey alternatives)
- Survey programming: $10K
- Survey administration: $50K (will depend on the incidence rate in the population; this cost includes the Amazon gift card incentives)
- Survey analysis: $10k

This is a one-time survey that has no maintenance costs.

<u>**If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:**</u>

**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?
[X ] 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?

The Market Research Panel will identify respondents to take the survey based on the criteria mentioned above—homeowners who have purchased flood insurance in the past 10 years. In addition, respondents must be over 18; must not work for an insurance company/provider, in an advertising or marketing agency or department, or for a market research company or department; and must be responsible for making household purchase decisions.

**Administration of the Instrument**

1. How will you collect the information? (Check all that apply)
   [ X ] Web-based or other forms of Social Media
   [  ] Telephone
   [  ] In-person
   [  ] Mail
   [  ] Other, Explain
2. Will interviewers or facilitators be used?  [  ] Yes [ X ] No

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

## Instructions for completing Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback"

**TITLE OF INFORMATION COLLECTION:** Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

**PURPOSE:** Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

**DESCRIPTION OF RESPONDENTS**: Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

**TYPE OF COLLECTION:** Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

**CERTIFICATION:** Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

**Personally Identifiable Information:** Provide answers to the questions.

**Gifts or Payments:** If you answer yes to the question, please describe the incentive and provide a justification for the amount.

**BURDEN HOURS:**
**Category of Respondents:** Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households;(2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected.
**No. of Respondents:** Provide an estimate of the Number of respondents.
**Participation Time:** Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)
**Burden:** Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.

**FEDERAL COST:** Provide an estimate of the annual cost to the Federal government.

**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.** Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

**Administration of the Instrument:** Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.

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