

CONSUMER FINANCIAL PROTECTION BUREAU

REQUEST FOR APPROVAL UNDER THE “GENERIC INFORMATION COLLECTION PLAN FOR THE COLLECTION OF QUALITATIVE FEEDBACK ON THE SERVICE DELIVERY OF THE CONSUMER FINANCIAL PROTECTION BUREAU”

(OMB CONTROL NUMBER: 3170-0024)

1. TITLE OF INFORMATION COLLECTION:

Call Center Satisfaction Survey

2. PURPOSE:

This survey will gauge consumers’ satisfaction with the level of service they receive from a Consumer Guide with whom they speak over the phone when they call the CFPB call center. The responses collected from this survey will be used to determine what additional training opportunities, informational resources, or system functionality used by the Consumer Guides might be needed in order to improve the level of service that Consumer Guides are able to provide consumers.

3. DESCRIPTION OF RESPONDENTS:

Respondents are consumers who speak English and who call CFPB to submit a complaint, submit a Tell Your Story narrative, or who have an inquiry. This survey is a pilot survey for part of a larger survey program in which future surveys will be offered in both English and Spanish. For this initial pilot survey, offering the survey in Spanish would result in significantly increased costs to the federal government.

4. TYPE OF COLLECTION (ADMINISTRATION OF THE INSTRUMENT):

a. How will you collect the information? (Check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Web-based or other forms of Social Media | <input checked="" type="checkbox"/> Telephone |
| <input type="checkbox"/> In-person | <input type="checkbox"/> Mail |
| <input type="checkbox"/> Small Discussion Group | <input type="checkbox"/> Focus Group |
| <input type="checkbox"/> Other, Explain _____ | |

b. Will interviewers or facilitators be used?

- Yes No Not Applicable

5. FOCUS GROUP OR SURVEY:

If you plan to conduct a focus group or survey, please provide answers to the following questions:

a. 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 Not Applicable

b. If the answer is yes, please provide a description below. 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?

All English-speaking consumers who call the CFPB call center will be given the opportunity to opt in to take the survey. The “opt in” question will be offered at the beginning of the consumer’s call to the CFPB during the recorded introduction. If they choose to opt in, they will be directed to remain on the telephone line after their dialogue with the Consumer Guide is complete. The total number of respondents is estimated at 1,500; this is based on an average of 25,000 inbound calls per month, assumed response rate of 3%, and running the survey for approximately two months.

6. PERSONALLY IDENTIFIABLE INFORMATION:

- a. **Is personally identifiable information (PII) collected?** Yes No
- b. **If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974?** Yes No Not Applicable
If applicable, what is the link to the Privacy Impact Assessment (PIA)?
- c. **If Applicable, has a System or Records Notice (SORN) been published?**
 Yes No Not Applicable
 If yes, cite the SORN. Title: _____
 _____ FR _____.

7. INCENTIVES:

- a. **Is an incentive provided to participants?** Yes No
- b. **If Yes, provide the amount or value of the incentive?** \$ _____.
- c. **If Yes, provide a statement justifying the use and amount of the incentive.**

8. BURDEN ESTIMATES:

| Information Collection | Number of Respondents | Frequency (Responses per Respondent) | Number of Annual Responses | Response Time (hours) | Burden Hours |
|---------------------------------|-----------------------|--------------------------------------|----------------------------|-----------------------|--------------|
| Call Center Satisfaction Survey | 1,500 | 1X | 1 | .05 | 75 |
| Totals | 1,500 | //////////////////// | 1 | //////////////////// | 75 |

9. FEDERAL COST: The estimated annual cost to the Federal government is \$37,000.00

Note: The estimated cost to the federal government is part of an already awarded contract between CFPB and a third party vendor which provides services and resources to run CFPB's call centers. A specific line item in that contract provides for "service measurement and improvement," and the cost of that line item is \$37,000. The particular survey proposed herein makes use of that line item within the contract.

10. CERTIFICATIONS:

CERTIFICATION PURSUANT TO 5 CFR 1320.9, AND THE RELATED PROVISIONS OF 5 CFR 1320.8(b)(3) :

By submitting this document, the Bureau certifies the following to be true:

- (a) It is necessary for the proper performance of agency functions;
- (b) It avoids unnecessary duplication;
- (c) It uses plain, coherent, and unambiguous terminology that is understandable to respondents;
- (d) Its implementation will be consistent and compatible with current reporting and recordkeeping practices;
- (e) It indicates the retention period for recordkeeping requirements;
- (f) It informs respondents of the information called for under 5 CFR 1320.8(b)(3):
 - (i) Why the information is being collected;
 - (ii) Use of information;
 - (iii) Burden estimate;
 - (iv) Nature of response (voluntary);
 - (v) Nature and extent of confidentiality; and
 - (vi) Need to display currently valid OMB control number;
- (g) It was developed by an office that has planned and allocated resources for the efficient and effective management and use of the information to be collected;
- (h) It uses effective and efficient statistical survey methodology; and
- (i) It makes appropriate use of information technology.

CERTIFICATION FOR INFORMATION COLLECTIONS SUBMITTED UNDER A GENERIC INFORMATION COLLECTION PLAN

By submitting this document, the Bureau certifies the following to be true:

- The collection is voluntary.
- The collection is low-burden for respondents and low-cost for the Federal Government.
- The collection is non-controversial and does not raise issues of concern to other federal agencies.
- The results are not intended to be disseminated to the public.
- Information gathered will not be used for the purpose of substantially informing influential policy decisions.
- 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.
- The data collection is not statistically significant, the sample is not intended to be representative, and the results will not be used to make inferences beyond the survey

sample.

- The results will not be used to measure regulatory compliance or for program evaluation.

