DOCUMENTATION FOR THE GENERIC CLEARANCE
OF CUSTOMER SERVICE SATISFACTION COLLECTIONS

TITLE OF INFORMATION COLLECTION:
Federal Student Aid (FSA) Information Center (FSAIC) Customer Satisfaction Survey

[X] SURVEY   **[ ] FOCUS GROUP**   **[ ] SOFTWARE USABILITY TESTING**

DESCRIPTION OF THIS SPECIFIC COLLECTION
There are 4 separate surveys in this collection: Chat, Email, Interactive Voice Response (IVR)/Agent, and Postal Mail. These are specific to the methods of contacting the FSAIC. The Chat survey is new to this collection. The other survey options have been approved previously and have been in use.

Specify all relevant information, including
1. intended purpose,
    > *To collect information about FSAIC customers and their experience to better assist them and make future experiences even more helpful and productive. The survey will be made available to those who use the Chat, Email, IVR/Agent or Postal Mail feature of FSAIC*
2. need for the collection,
    > *The Department contractor, HPES, monitors feedback from surveys. The data and comments from the surveys (stored in Right Now, Right Now (ORCS), and Avaya) will be analyzed and reported in the FSA monthly report. When we produce the monthly report, HPES will include not only the customer satisfaction scores for each survey type and the total score but will also include relevant customer comments and recommendations. HPES will review the recommendations with FSA to determine applicability and discuss if the suggestions can or should be implemented.*
3. planned use of the data,
    > *Using the survey analysis, HPES will identify trends within the survey type channel, inquiry type, or with a customer service representative (CSR). If trends are identified in the survey channel or with an inquiry type, HPES will provide potential recommendations to improve this service. If a CSR is consistently receiving negative survey scores, HPES will monitor the CSR's interactions more frequently and provide additional coaching to the CSR. If the CSR does not show improvement, additional corrective actions may be taken.*
4. date(s) and location(s),
    > *The surveys will be taken on line or over the telephone at the customer's location.*
5. collection procedures,
    > *For Chat – the survey component of the system will be accessed by the customer where they can select to fill out the survey.*
    > *For Email – the customer can click the link and select to view the survey in their browser.*
    > *For IVR/Agent – customers may receive a phone or IVR survey in two ways: 1) Every 10th caller is given the opportunity to take a customer survey in the beginning of the IVR. The caller goes through the IVR and speaks to the agent. When the customer has completed the interaction, the customer is automatically placed back into the IVR for*

the survey. 2) The caller may request to take a survey. The agent redirects the caller to the IVR customer satisfaction survey.

> *For Postal Mail – the customer can use the internet link to view the survey I their browser.*

6. number of focus groups, surveys, usability testing sessions
       One per interaction.
7. description of respondents/participants.
       FSAIC customers using the help desk.

Attach a copy of the proposed collection instrument, e.g., survey questions, focus group script, usability testing plan. If a focus group also includes a survey, include both.

AMOUNT OF ANY PROPOSED STIPEND OR INCENTIVE
No payments are planned for this collection.

BURDEN HOUR COMPUTATION *(Number of responses (X) estimated response or participation time in minutes (/60) = annual burden hours):*

Category of Respondent	No. of Respondents	Participation Time	Burden
Chat	*108,912/year*	*3 minutes*	*5,446*
Email	*1**	*3 minutes*	*1**
Telephone	*1**	*3 minutes*	*1**
Postal Mail	*1**	*3 minutes*	*1**
Totals	**108,915**		**5,449**

1* This number of responses & hours is posted to the submission as a place marker as the burden hours are already included in the generic collection previously approved under 1845-0045.

The Chat survey is new to this collection. We are adding additional burden to incorporate the new Chat survey. The number of responses is based on FSA data from December 2011 – January 2013 averaging 90,768 chat sessions per month. Industry best is to receive 10% of all interactions back as surveys.
90,768 x 10% = 9,076 x 12 = 108,912
108,912 x 3 /60 = 5,446

The other 3 survey options have been approved previously. There has been a slight change to the scoring method as described below. There is no change to the prior burden assessment for the Email, Telephone or Postal Mail survey.

BURDEN COST COMPUTATION *(this is only required when a stipend is being offered)*

Category of Respondent	No. of Respondents	Hourly Rate	Response Time	Total
N/A				
Totals				

STATISTICAL INFORMATION

If statistical methods are to be used, fully describe the methodology, sample selection, expected response rates, and any other concepts needed to provide a full understanding of those methods.

Previously, a 6 point scale was used in these surveys. A change has been made.

Each survey and its associated questions are scored utilizing a 4-point Likert scale. Strongly Satisfied will attain the highest score of four (4) while Strongly Dissatisfied will have the lowest score of one (1). Additionally, each category on the Likert scale will receive a Satisfactory rating of one (1)or zero (0) with 'N/A' being removed from the overall survey question total. The Satisfactory rating will be used to calculate the individual channel and consolidation SLA score.

Example of scoring

Category	Sat Rating	Score
Strongly Satisfied	*1*	*4*
Satisfied	*1*	*3*
Dissatisfied	*0*	*2*
Strongly Dissatisfied	*0*	*1*
Not Applicable	*N/A*	*N/A*

REQUESTED APPROVAL DATE: *December 21, 2015*

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ED DEPARTMENT, OFFICE: *Education, Federal Student Aid*

   AND

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