

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0920-1050)

TITLE OF INFORMATION COLLECTION:

Centers for Disease Control and Prevention’s National Contact Center (CDC-INFO) Email Survey

PURPOSE:

The Centers for Disease Control and Prevention (CDC) seeks to obtain approval to conduct surveys of customers who email the CDC National Contact Center (CDC-INFO) with health questions. CDC-INFO offers CDC health information in English and Spanish, to the general public and health care professionals who email the contact center through a web form (<https://wwwn.cdc.gov/dcs/ContactUs/Form>). The email survey will be programmed in Survey Monkey or comparable tool, and accessible through a hyperlink on the agent’s response email; the survey will collect customer feedback on satisfaction with help received, how they intend to use the information, types of mechanisms customer would want to use to contact CDC, and customer demographic information.

Once the information is collected, CDC-INFO staff will use analyze the survey data to

- Monitor satisfaction with CDC-INFO responses, and improve program performance.
 - Lower than expected thresholds of reported customer satisfaction with their experience and responses received (whether their health question was answered) will be addressed through internal improvement of prepared CDC responses and call flows for call agents.
- Assess CDC-INFO impact by measuring intent to change behavior based on call information. Email inquirers will be asked if they intended to use the information received to make a positive health behavior change (if applicable), and be able to further elaborate on their answer through a follow-up open-ended question.
- Understand demographics of individuals emailing CDC-INFO for health information, for potential targeted health messaging, and assessing effectiveness of email as a medium for reaching the public with health information.

DESCRIPTION OF RESPONDENTS:

Participation in the CDC-INFO email survey is optional. Since 2006, the contact center has received more than 2 million phone and email inquiries from both Spanish and English speakers in the United States. Most inquiries are from the general public. Other customers usually include healthcare professionals, health departments and clinics, and international travelers. So far in 2016, CDC-INFO receives an upper limit of 5,000 email inquiries from the general public each month. The email survey has never been implemented before; however, we expect to receive response rate of about 15%, similar to the response rate we currently obtain for CDC-INFO callers.

TYPE OF COLLECTION: (Check one)

- | | |
|---|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> 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 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.

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? [] Yes [] No

Gifts or Payments:

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

BURDEN HOURS (Annual)

Category of Respondent	No. of Respondents	Participation Time	Burden
(1) Individuals or Households	9,000	6/60 hr	900
Totals			900

FEDERAL COST: The estimated annual cost to the Federal government is \$5,700.

These costs are comprised of: Survey coding and set up (IT staff) - \$1,500; reporting & analysis - \$4,200

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?
[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?

Our target audience is anyone who emails CDC-INFO with a legitimate health inquiry. Active consent is required in order to participate in the email. Email inquirers who do not wish to participate can choose not to do so.

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