

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) Interactive Voice Response (IVR) Survey

PURPOSE:

The Centers for Disease Control and Prevention (CDC) seeks to obtain approval to conduct surveys of customers who call the CDC National Contact Center (CDC-INFO). CDC-INFO offers CDC health information in English and Spanish, to the general public and health care professionals who call the contact center (1-800-CDC-INFO). The phone survey is a part of an automatic Interactive Voice Response (IVR) system designed to improve service delivery and monitor caller satisfaction. The survey is deployed after each call interaction and is automated by touch tone (pressing key pad to select survey options); active consent is required in order to participate. The survey collects customer feedback on satisfaction with call agent handling and help received, how they intend to use the information, types of mechanisms customer prefers using to contact CDC, and customer demographic information (including gender, age, and ethnicity).

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

- Monitor satisfaction with quality of agents and responses, and improve program performance.
 - Lower than expected thresholds of reported customer satisfaction with agent handling will be reported to and addressed with CDC-INFO contractor.
 - Lower than expected thresholds of reported customer satisfaction with quality of responses will be addressed through internal improvement of prepared CDC responses and call flows for call agents.
- Assess CDC-INFO impact by measuring behavior change. Callers will be asked if they intended to use the information received to make a positive health behavior change (if applicable).
- Assess demographics (background information) of individuals calling CDC-INFO for health information, including gender, age, and ethnicity. This is to allow for potential targeted health messaging, and understand which groups are likely to call CDC-INFO for health information. Staff may also assess addition of new communication channels for reaching demographic groups with low access to CDC-INFO by phone.

DESCRIPTION OF RESPONDENTS:

Participation in the CDC-INFO phone 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 received an upper limit of 15,000 callers from the general public each month, and 5,000 callers from individuals from healthcare or public health settings. The phone survey has an average response rate of 15%.

TYPE OF COLLECTION: (Check one)

Customer Comment Card/Complaint Form

Customer Satisfaction Survey

Usability Testing (e.g., Website or Software)
 Focus Group

Small Discussion 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 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 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 (Annual)

Category of Respondent	No. of Respondents	Participation Time	Burden
(1) Individuals or Households	27,000	4/60	1,800
(2) Private Sector (consisting mainly of medical and healthcare professionals)	9,000	4/60	600
Totals			2,400

FEDERAL COST: The estimated annual cost to the Federal government is \$2722.50. These costs are comprised of:

- Enhanced Call Routing (ECR) - \$535.00
- ECR coding & Professional Recordings - \$267.50
- Contractor support for reporting & analyzing customer call records (~10 hours a month) - \$1,920

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

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 potential universe are individuals who call CDC-INFO with a legitimate health inquiry, mainly the general public, public health partners, and medical and healthcare providers seeking CDC health and safety information. Active consent is required in order to participate in the automated CDC-INFO phone survey that is deployed after each call. Callers who do not wish to participate can indicate so by touch tone, voice, or simply by hanging up. We estimate a 15% response rate based on past, average response rates to the IVR survey.

The Interactive Voice Response (IVR) survey is automated by phone system, and does not use a live interviewer or facilitator. Participants use their touch tone phone (pressing numbers on their keypad) to input responses to the survey. Responses are captured in the CDC-INFO contractor's IVR technology platform and a coded comma separated value (CSV) file is provided to CDC staff daily capturing survey responses.

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