Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB#: 0925-0642 ExpDate:05/2020)

TITLE OF INFORMATION COLLECTION:

Voice of the Customer (VoC) surveys for NCI's cancer.gov

PURPOSE:

The National Cancer Institute (NCI) Office of Communications & Public Liaison (OCPL) manages a portfolio of public-facing websites, including www.cancer.gov and www.cancer.gov/español.

To optimize content, navigation, and functionality of its digital engagement channels, the NCI collects customer feedback through the use of surveys and digital analytics, including Voice of the Customer (VoC) tools. The core idea of VoC is to capture a customer's expectations, preferences, and aversions. By understanding the customer's "voice", an organization is better equipped to meet expectations and respond to changing user preferences. VoC data helps bolster the analytics data we already collect by providing richer qualitative context and will be used to better service delivery across all users. These surveys include:

1) **PAGE LEVEL SURVEY** (across most cancer.gov content pages)

   The page level survey will be available on every page of the website, similar in purpose to a "feedback" button on a page but rather than using a button, we are asking "was this page helpful" in an unsolicited survey. Most users will choose to ignore the survey (they do not need to fill it out to move around the site), but if they have feedback on the page they are on, there is a clear place to provide that input.

2) **EXIT SURVEY** (upon exit of using the site)

   The exit survey will be presented to all users at the exit of their session on the so users can rate their satisfaction with the site and overall experience on cancer.gov (this is not page-level specific).

3) **CLINICAL TRIALS SEARCH SURVEY** (only when on the Clinical Trials search results page of cancer.gov)

   The clinical trials search survey will only be provided to users who look at the results page of the "Clinical Trials Search" (https://www-blue-dev.cancer.gov/about-cancer/treatment/clinical-trials/search) function to better understand their experience with the search and results features of the site. They will not receive the exit or page level surveys (as to not overburden users).

4) **ContentWRX SURVEY** (only when on the training, grants, or PDQ content pages of cancer.gov)

   ContentWRX is an add-on tool that deep dives in the specific CONTENT areas of the website. The ContentWRX surveys will only be shared with users who are on three specific content areas of the site (e.g., training, grants, and PDQ). Those users who receive the ContentWRX survey will not be receiving the page level or exit surveys.

DESCRIPTION OF RESPONDENTS:

Users of cancer.gov website.

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:_____Nina Goodman_____

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

ESTIMATED BURDEN HOURS and COSTS

Category of Respondent	No. of Respondents	No. of Responses per Respondent	Time per Response (in hours)	Total Burden Hours
Individuals - Page level survey	2,000	1	5/60	167
Individuals – Exit survey	12,000	1	5/60	1000
Individuals – Clinical Trials Search survey	3,000	1	5/60	250
Individuals – ContentWRX Survey	3,000	1	5/60	250
Totals	**20,000**	20,000		**1667**

Category of Respondent	Total Burden Hours	Wage Rate*	Total Burden Cost
Individuals	1667	$23.86	$39,774.62
Totals	**1667**		**$39,774,62**

*Wage Rate obtained from Bureau of Labor Statistics, title "All-Occupations" 00-0000, https://www.bls.gov/oes/current/oes_nat.htm#00-0000.

FEDERAL COST: The estimated annual cost to the Federal government is __$43,885_____

Staff	Grade/Step	Salary	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					
Public Health Advisor	14/7	$134,426	20		$26,885
Contractor Cost					$17,000
Technical Assistance					$17,000
Travel					0
Other Cost					0
Total					**$43,885**

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   [X] 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?

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