

**Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number 1513–0132)**

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**TITLE OF INFORMATION COLLECTION:**

2020 Annual Customer Satisfaction Survey

**PURPOSE:**

The results of this customer satisfaction survey will provide the Alcohol and Tobacco Tax and Trade Bureau (TTB) with high-to mid-level indicators on how well the Bureau is delivering service in accomplishing its mission. This survey also will provide some specific information to TTB regarding where it needs to make adjustments in order to improve customer satisfaction and achieve its Balanced Scorecard strategic goals. The survey results will provide feedback to TTB management, which would otherwise have no other way to know if TTB’s customers believe the Bureau has been successful in meeting its customer satisfaction goals.

**DESCRIPTION OF RESPONDENTS:**

Respondents are current alcohol or tobacco permit holders, brewer’s notice holders, or firearms and ammunition taxpayers who have provided TTB with an email address, as well as other parties that may be associated with permit or notice holders who have submitted an email address to TTB. All respondents are either in or associated with the industries regulated by TTB.

**TYPE OF COLLECTION:** (Check one)

- Customer Comment Card/Complaint Form     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 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.

- 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:

***To assist review, please provide answers to the following questions:***

**Personally Identifiable Information:**

- Is personally identifiable information (PII) collected?  Yes  No
- If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974?  Yes  No  N/A
- If Yes, has an up-to-date System of Records Notice (SORN) been published?  Yes  No  N/A

**Gifts or Payments:**

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

**BURDEN HOURS:**

Category of Respondent	No. of Respondents	Participation Time	Burden
Private Sector	5,000	0.15 hours	750 hours
<b>Totals</b>	<b>5,000</b>	0.15 hours	<b>750 hours</b>

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

***If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:***

**SELECTION OF YOUR TARGETED RESPONDENTS:**

- 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.*

We plan to compile a list of email addresses submitted to TTB and held in the following systems: GovDelivery, Permits Online, Integrated Revenue Information System (IRIS), COLAs Online, and Formulas Online. This list will predominantly contain email addresses of individuals who are alcohol or tobacco permit or brewer's notice holders. However, this list may also contain email addresses of individuals who are otherwise associated with permit or notice holders, such as private consultants and attorneys. TTB will examine the overall list and any duplicate email addresses will be removed. Once the list of email addresses is perfected, we plan to send an email survey invitation to all email addresses on the list. The invitation will contain a direct link to the survey, which will be hosted by SurveyMonkey, an external website.

### **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

**Please make sure that all instruments, instructions, and scripts are submitted with the request.**

## Instructions for completing Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback”

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**TITLE OF INFORMATION COLLECTION:** Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

**PURPOSE:** Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

**DESCRIPTION OF RESPONDENTS:** Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

**TYPE OF COLLECTION:** Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

**CERTIFICATION:** Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

**Personally Identifiable Information:** Provide answers to the questions. Note: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

**Gifts or Payments:** If you answer yes to the question, please describe the incentive and provide a justification for the amount.

### **BURDEN HOURS:**

**Category of Respondents:** Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households; (2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected per row.

**No. of Respondents:** Provide an estimate of the Number of respondents.

**Participation Time:** Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)

**Burden:** Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.

**FEDERAL COST:** Provide an estimate of the annual cost to the Federal government.

***If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:***

**SELECTION OF YOUR TARGETED RESPONDENTS:** Please provide a description of how you plan to identify your potential group of respondents and how you will select

them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

**ADMINISTRATION OF THE INSTRUMENT:** Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.

***Submit all instruments, instructions, and scripts are submitted with the request.***