

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

TITLE OF INFORMATION COLLECTION:

Survey of TTB Alcohol Beverage Customers Regarding Service Improvement

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 will help TTB understand how our alcohol beverage industry customers would prioritize key projects to improve service delivery based on their satisfaction with existing TTB services.

DESCRIPTION OF RESPONDENTS:

All respondents are current alcohol beverage industry members who, as customers of TTB services, have provided us with an email address, as well other parties that may be associated with such customers who have submitted an email address to TTB. These customers include alcohol industry members who have filed permit, formula, and label approval applications with TTB, as well as those who have filed excise tax returns and claims, and operations reports with 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.

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 beverage 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. The survey will be open for one month. Halfway through that month, a second, follow up email will be sent reminding the invitees to take the survey. At the end of the one month time period or once we reach a total of 5,000 respondents, whichever comes first, we will stop administering the survey and compile the results.

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.