

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

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**TITLE OF INFORMATION COLLECTION:** EXIM Bank Survey of Export Credit Insurance Customers

**PURPOSE:** The survey is to collect information designed to gain insights into the experiences of EXIM Bank’s export credit insurance customers as they conduct export credit insurance policy transactions via EXIM Online. EXIM Bank has a strategic goal to improve the ease of doing business for customers. This survey will help us to better understand these specific customers’ perceptions on the ease of accepting export credit insurance policy quotes through our online platform.

**DESCRIPTION OF RESPONDENTS:**

U.S. exporters that have applied for and accepted a quote for an export credit insurance policy from EXIM Bank—specifically Express Insurance and short-term single buyer policies.

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

☐ Customer Comment Card/Complaint Form  
☐ Usability Testing (e.g., Website or Software)  
☐ Focus Group

☒ Customer Satisfaction Survey  
☐ 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.

Name: \_\_\_\_\_

Stephanie Thum, Vice President of Customer Experience, EXIM Bank

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 for the Public**

Category of Respondent	No. of Respondents	Participation Time	Burden
Individual Customers	200	2 minutes	6.6 hours
<b>Total</b>			6.6 hours

**FEDERAL COST:**

Review time per response 2 minutes. The total estimated time is 400 minutes or 6.6 hours.  
Average Hourly Wage \$42.5, resulting in \$283.33 annual wages.  
With Benefits & Overhead Costs of 20%, Federal Cost per hour is \$56.66  
The total annual cost to the government is \$339.99

**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?

Respondents will be comprised of approximately 200 EXIM Bank customers who go through an application process via EXIM Online, then receive, and accept a quote for an export credit insurance policy. The respondents will be U.S. small business exporters. Our system will be programmed to identify this particular sample of customers. Then, the system will automatically generate a survey invitation and survey link.

### **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: E-mail surveys.

2. Will interviewers or facilitators be used? ☐ Yes ☒ No

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

The survey has been staged online here: <https://www.surveymonkey.com/s/ExportCrInsPOS>  
Alternatively, please see the draft on the following page.

### **Survey Invitation**

Dear (Customer Name):

Recently, your company accepted a quote for an export credit insurance policy from EXIM Bank. We would like to invite you to answer a two-minute survey to help us understand your experiences in working with us to identify possible service improvements. If you would be willing to share your opinions with us, then please click on the link below to start the survey.

<https://www.surveymonkey.com/s/ExportCrInsPOS>

Thank you for your participation.

Sincerely,

The Staff and Management of EXIM Bank

### Survey Draft

Our records indicate that you recently accepted EXIM Bank's quote for an export credit insurance policy. We would like to ask you a few questions about this particular transaction, so that we can improve service. The following survey is voluntary. Your answers will be kept confidential to the extent provided by law. The survey should take less than two minutes to complete. Thank you for your participation!

**1. Did you accomplish what you set out to do in conducting this transaction with EXIM Bank?**

Yes	N o	N/A

**2. To what extent do you agree/disagree with the following statements?**

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	N/A
Explanations of the application process matched my actual experiences.						
Written instructions provided within the policy application were clear and understand able.						
EXIM Bank's processing time met with my expectations.						

**3. How much effort did you personally have to put forth to complete this transaction with EXIM Bank?**

Far less than expected	Less than expected	As much as expected	More than expected	Far more than expected	N/A
1	2	3	4	5	0

Additional comments (optional)

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Thank you for participating. To submit this survey, please click the "Done" button, below.

## **OMB 's 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.

**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.

**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:**

**The 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.

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