

## **Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 1615-0121)**

**TITLE OF INFORMATION COLLECTION:** Omnichannel Question Bank

**PURPOSE:** The Omnichannel Automated Survey Tool is a new USCIS survey (cloud-based) software which interacts with the public via the following communication channels:

- E-mail
- Website
- Telephone-Tier 1, 2 and 3
- Interactive Voice Response (IVR) system,
- Virtual assistant “Emma”
- Live agent chat,
- Social media
- Public engagement
- Office of Citizenship test pilot exams and surveys myUSCIS
- Written Correspondence
- Multi-lingual operations
- Internal employee operations feedback
- USCIS Online Tools
- Agency operations

This survey tool will enable USCIS-External Affairs Directorate (EXA)-Office of Citizenship and Applicant Information Services (CAIS) to obtain feedback from stakeholders to make improvements to the services provided to the public through the feedback collected. The Omnichannel Automated (Qualtrics) Survey Tool is a new USCIS survey (cloud-based) software. This will enable USCIS to garner applicant and stakeholder feedback in an efficient, timely manner, in accordance with our commitment to improving service delivery. The information collected from applicants and stakeholders will help ensure that users have an effective, efficient, and satisfying experience with the Agency's programs.

During the first year of using the Omnichannel survey tool, USCIS estimates to process up to 1 million completed surveys from the public. Stakeholder feedback is important to EXA-CAIS-PSD because it helps provide us with insight on how we can improve the customer experience and operations throughout all of our communication channels.

**DESCRIPTION OF RESPONDENTS:** The respondents, who will be offered the option to take a survey, will be stakeholders who have interacted with the aforementioned channel points within USCIS and EXA-CAIS operations. After they

finish their inquiry with any of the aforementioned channels, the automated survey will offer the stakeholders the ability to take a survey. At any time, the respondent has the option to cancel and/or not take the survey. Information and comments from the survey are kept private to the extent permitted by law. Respondents participating in this survey are not asked sensitive personal case specific information.

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

- |   |  |
|---|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form         | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software | <input type="checkbox"/> Small Discussion Group                  |
| <input type="checkbox"/> Focus Group                                  | <input type="checkbox"/> 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.

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To assist review, please provide answers to the following question:

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected?  Yes  No
  - a. The collection is covered by DHS/ALL/PIA-006 Department of Homeland Security Contact Lists
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**

Category of Respondent	No. of Respondents	Participation Time (in hours)	Burden	Ave. Hourly Wage Rate*	Total Annual Respondent Cost
IVR	150,000	0.02	2,500	\$37.55	\$93,875
Customer Relations Unit - Tier 1 Survey Questions	125,000	0.02	2,083	\$37.55	\$78,229
Customer Relations Unit - Tier 2 Survey Questions	80,000	0.02	1,333	\$37.55	\$50,067
Customer Relations Unit - Tier 3 Survey Questions	60,000	0.02	1,000	\$37.55	\$37,550
Customer Relations Unit - Tier 4 Survey Questions	20,000	0.02	333	\$37.55	\$12,517
Chat	40,000	0.02	667	\$37.55	\$25,033
Emma	60,000	0.02	1,000	\$37.55	\$37,550
P. Engagement	15,000	0.02	250	\$37.55	\$9,388
myUSCIS (web)	80,000	0.02	1,333	\$37.55	\$50,067
<b>Totals</b>	<b>630,000</b>		<b>10,500</b>		<b>\$394,275</b>

\* The above Average Hourly Wage Rate is the [May 2019 Bureau of Labor Statistics](#) average wage for All Occupations of \$25.72 times the wage rate benefit multiplier of 1.46 (to account for benefits provided) equaling \$37.55. The selection of "All Occupations" was chosen because respondents to this collection could be expected from any occupation.

**FEDERAL COST:** The estimated annual cost to the Federal government is \$24,033. USCIS' estimate of the cost to the Federal government to implement and manage is based on the estimated USCIS employee annual hours towards survey (640 hours) x average hourly pay rate of employees (\$25.72 per hour x 1.46 benefit multiplier).

**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?

**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.**