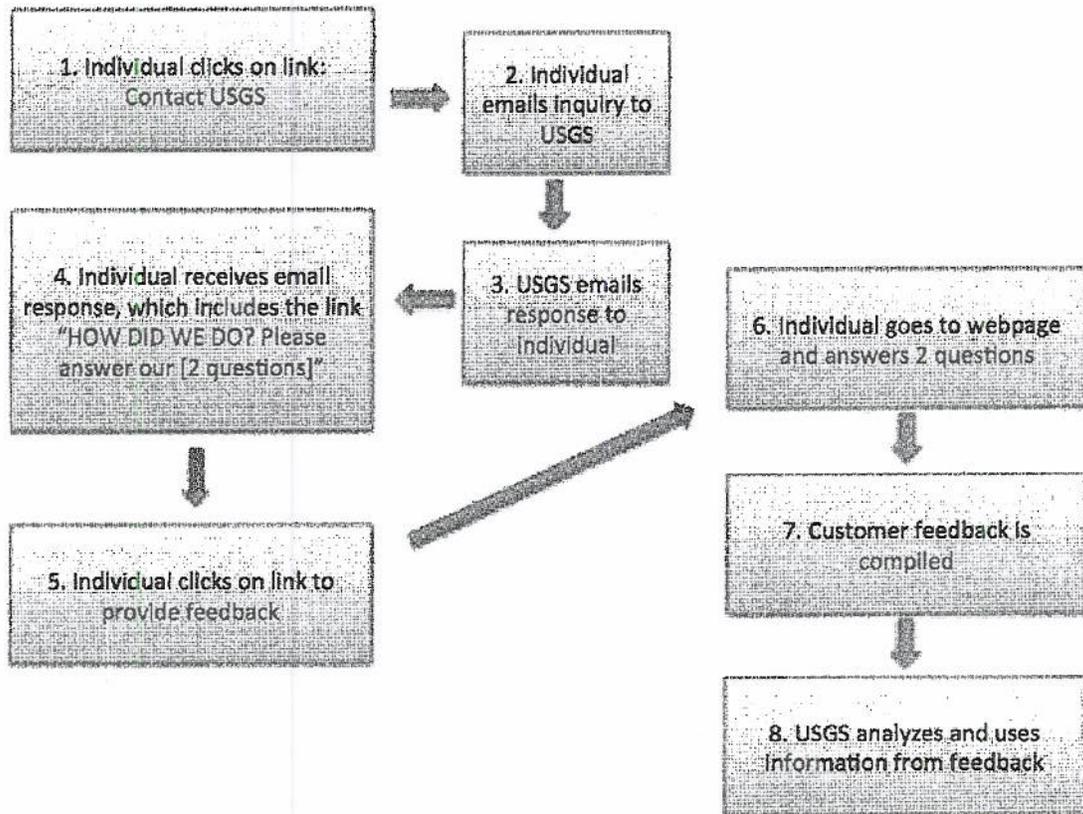


Request for Approval under the "DOI Generic Clearance for the Collection of Qualitative Feedback on Agency Service Delivery"

OMB Control Number: 1090-0011

**TITLE OF INFORMATION COLLECTION: Feedback from Email Customers**

*ATTACHMENT 1 – CUSTOMER SERVICE FEEDBACK FLOW CHART*



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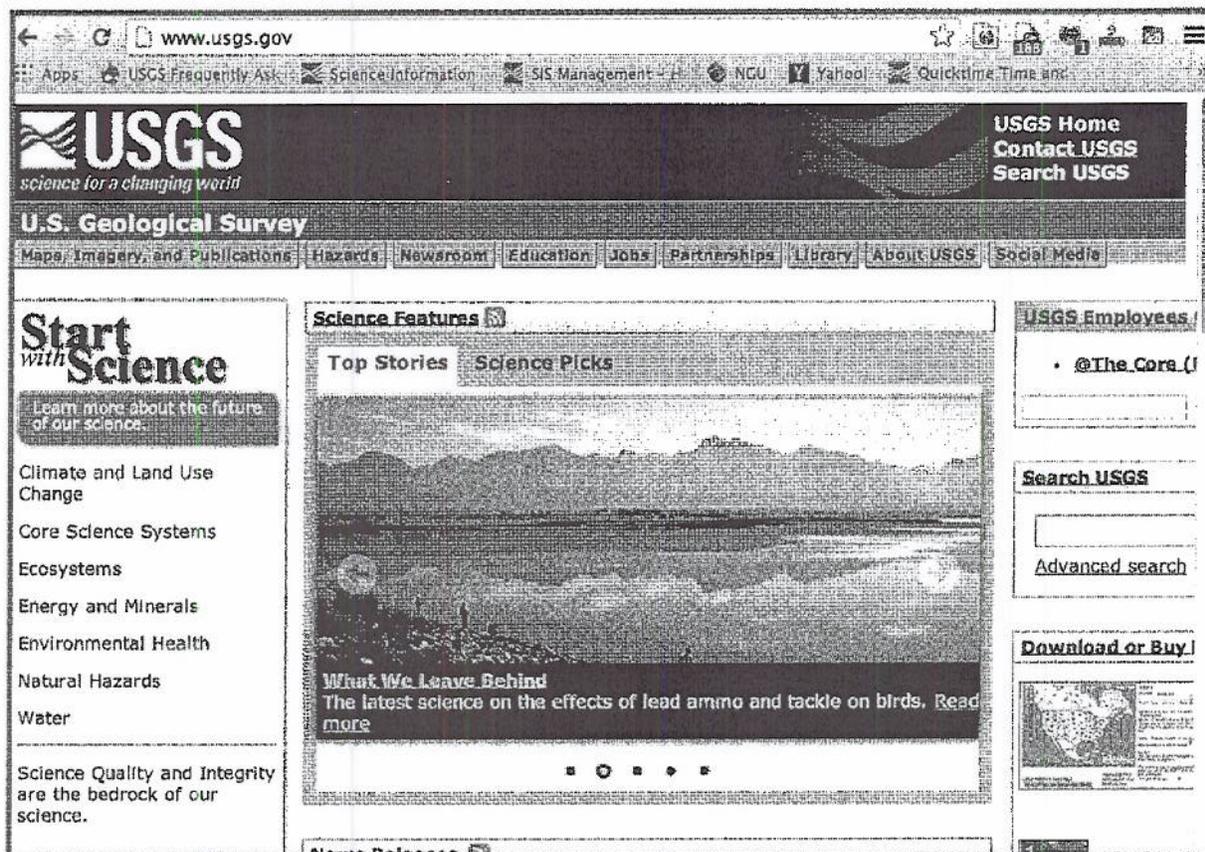
OMB Control Number: 1090-0011

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***ATTACHMENT 2 – CUSTOMER SERVICE FEEDBACK PROCESS OVERVIEW***

This is a brief description of the proposed process in which USGS will ask customers who email USGS with science questions to rate their service and provide ideas for improvements. Note that this process is low-cost, completely anonymous for the customer, and easy to implement. USGS will benefit by having an aggregate "score" to measure how well we are doing with email customer service. USGS will also have open-ended suggestions for improvements from real customers.

1. An individual with a question about USGS science comes to the USGS website and clicks on [Contact USGS](#) in the upper right of the page, which provides several options for contacting the USGS, including an email form they can fill out.



2. The individual emails their inquiry to the USGS. (The USGS currently receives about 15,000 such emails each year.)
3. The inquiry is routed to the Science Information Services (SIS), and a customer service representative emails a response to the individual.
4. The individual receives the email response, which includes a link at the end saying, "HOW DID WE DO? Please answer our **[two questions]**."  
The words **[two questions]** are a button or hyperlink that takes people into a webpage operated by Survey Monkey.

Dear \_\_\_\_\_,

Thank you for your inquiry.

To answer to your question about \_\_\_\_\_ [answer provided here]

Sincerely,

NAME  
U.S. Geological Survey  
Office of Communications and Publishing  
Box 25046, MS 150, DFC  
Denver, CO 80225  
Voice: 303-202-WXYZ  
FAX: 303-202-WXYZ  
NAME@USGS.gov

HOW DID WE DO? Please answer these **two questions**.

5. The individual reading the response clicks on the link to provide feedback. (We expect that only a small percentage of people will click on the link; a 10% response rate is probably a good guess. This will provide about 1500 responses per year, more than 100 each month.)
6. The individual goes to the webpage, and answers the two questions.

## USGS Email Customer Feedback

\* 1. How well did our USGS customer service representative answer your question or resolve your problem?

Select the one best answer.      Very poorly      Poorly      Average      Moderately well      Very well

2. What would you suggest to help USGS improve our email customer service?

Done

The individual clicks on Done and gets a thank you page, indicating that they are done.

## USGS Email Customer Feedback

Thank you for your responses to these two questions!

**PAPERWORK REDUCTION ACT STATEMENT:** A Federal agency may not conduct or sponsor and a person is not required to respond to a collection of information unless it displays a current valid OMB control number. This information collection is approved under OMB Control Number 1090-0011, with an expiration date of August 2017. Public burden for the collection of this information is estimated to average less than 1 minute per response. Comments concerning clarity, utility of information, or burden reduction may be sent to [gs-info\\_collections@usgs.gov](mailto:gs-info_collections@usgs.gov).

Done

7. Data from all the respondents are compiled in the Survey Monkey online tool.

8. USGS analysts routinely monitor the feedback and download the open-ended suggestions for evaluation and prioritization.

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***ATTACHMENT 3 -- SAMPLE EMAIL SHOWING FEEDBACK LINK***

Dear \_\_\_\_\_,

Thank you for your inquiry.

To answer to your question about ....., [answer provided here]

Sincerely,

NAME

U.S. Geological Survey

Office of Communications and Publishing

Box 25046, MS 150, DFC

Denver, CO 80225

Voice: 303-202-WXYZ

FAX: 303-202-WXYZ

NAME@USGS.gov

HOW DID WE DO? Please answer these two questions.

Did you know that you can contact USGS in real-time with webchat?

Follow us on Twitter: @USGSASK and on Facebook at

<http://www.facebook.com/USGeologicalSurvey>

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**TITLE OF INFORMATION COLLECTION: Feedback from Email Customers**

***ATTACHMENT 4 – CUSTOMER SERVICE FEEDBACK QUESTIONS***

Welcome and thank you for your feedback!

The following two questions are intended to help the U.S. Geological Survey (USGS) reach its goal of providing the best service to our email customers. No personal information will be attached to your survey response.

**\*1. How well did our USGS customer service representative answer your question or resolve your problem? (Select the one best answer.)**

- 5 Very well
- 4 Moderately well
- 3 About average
- 2 Poorly
- 1 Very poorly

**\*2. What would you suggest to help USGS improve our email customer service?**

[box for open-ended customer response; 5000 character limit]

Thank you for your responses to these two questions!

**[SUBMIT]**

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**TITLE OF INFORMATION COLLECTION: Feedback from Email Customers**

***ATTACHMENT 5 -- DOCUMENTATION OF BURDEN AND FEDERAL COST***

- o BURDEN HOURS
  - o 15,000 emails include the button "GIVE US YOUR FEEDBACK"
  - o 10% of those invited are expected to respond
  - o This should give us 1500 respondents
  - o 1500 minutes / 60 min/hr = 25 hours
  
- o FEDERAL COST
  - o There is no annual license fee for Survey Monkey; the office already has a license
  - o Time estimates below cover the development of the questions, implementation using Survey Monkey, and monthly analysis of the data

Federal Govt cost	Year 1		50	\$357.81	\$2,681.00
Position	Grade / Step	Hourly Rate	Annu Hrs by Fed	Fully Loaded Hr Rate	Total Labor Value
Project Analyst	12/5	\$33.06	40	\$49.59	\$1,984.00
Project Manager	14/5	\$46.45	10	\$69.68	\$697.00
<b>Federal Govt cost</b>	<b>Year 2+</b>		<b>150</b>	<b>\$119.27</b>	<b>\$8,443.00</b>
Position	Grade / Step	Hourly Rate	Annu Hrs by Fed	Fully Loaded Hr Rate	Total Labor Value
Project Analyst	12/5	\$33.06	100	\$49.59	\$4,959.00
Project Manager	14/5	\$46.45	50	\$69.68	\$3,484.00
Annual license for Survey Monkey					\$0.00
<b>Total Federal Cost First Year</b>					<b>\$11,124.00</b>