Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 1545-2274)

TITLE OF INFORMATION COLLECTION:

Customer Call Back Programming (CCB)

PURPOSE:

This Focus Group is being conducted to determine a baseline measure of satisfaction to help inform the creation of requirements for final Customer Call Back (CCB) programming. Prior to the requesting the focus group, the Contact Analytics branch of the Joint Operations Center (JOC) could listen to unsolicited Customer Callback feedback from taxpayers through targeted keyword searches. However, it was quickly determined this is not an advisable or sustainable way to gather feedback about the callback customer experience. Therefore, the purpose for the doing the Focus group is to solicit objective taxpayer feedback about the FY19 Customer Callback Tech Demo. Joint Operations Center (JOC), Program Management Office (PMO) and Wage & Investments Operations and Support (WIOS) are currently discussing how to establish a permanent, broadscale callback-focused customer satisfaction survey for use in the Bridge and Enterprise solutions.

DESCRIPTION OF RESPONDENTS:

W&I Taxpayers that called in concerning Balance Due Notices.

TYPE OF COLLECTION: (Check one)

[ ] Customer Comment Card/Complaint Form
[ ] Usability Testing (e.g., Website or Software
[x] Focus Group
[ ] Customer Satisfaction Survey
[ ] Small Discussion Group
[X] Other: Pretesting of survey

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: _Bobbie B Ngi__________________________

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

Personally Identifiable Information:

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

Gifts or Payments:

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

The contractor will provide a point stipend to each pretest participant that is worth $75. The justification for this is that without it, the contractor may not be able to attract subjects to participate in this study. Offering incentives for participating in this type of research is a standard industry practice.

BURDEN HOURS

Category of Respondent	**No. of Respondents**	**Participation Time**	**Burden**
Screened Potential Participants	100 - 140 (estimate)	5 minutes/person	8-12 hours
Recruited Participants (subset of above)	30 (10 per group)	N/A	
Focus Group Actual Participants (subset of above)	24 (8 per group)	1 hour/person	24 hours
Totals			**24-36 hours**

Total Burden Hours: 24-36

FEDERAL COST: The estimated annual cost to the Federal government is **$20,998.00**_____

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?
   [x] Yes [ ] No

If the answer is yes, please provide descriptions 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?

Potential participants will be identified from a list of respondent phone numbers provided to ICF by the IRS. This list will consist of approximately 105,300 phone numbers (only) of individuals who have used the IRS call back feature. ICF will work with the IRS to determine the criteria for the recruitment script and participant screener. ICF will recruit by telephone from the IRS-provided list and develop a schedule for the focus groups. Before the group is scheduled to meet, ICF will send confirmation e-mails and make follow-up phone calls with all participants to ensure the desired numbers of participants will be present.

With guidance from the IRS, ICF will develop a schedule for the focus groups, a confirmation e-mail, and a moderator's guide to direct the discussions. The moderator's guide ensures that each of the IRS's research questions will be answered, that each focus group will be asked the same line of questions and verifies that all research objectives will be met. The moderator's guide will include questions related to the customer's opinion of the callback feature, the clarity of the callback feature instructions, the accuracy of the callback feature estimates, etc.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
   - [ ] Web-based or other forms of Social Media
   - [x] Telephone
   - [ ] In-person
   - [ ] Mail
   - [ ] Other, Explain
2. Will interviewers or facilitators be used? [x] 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"

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 (in minutes) 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 Respondents and the Participation Time then 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.

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