SUPPORTING STATEMENT - PART A

Customer Satisfaction Survey – OMB Control Number 0702-0130

1. Need for the Information Collection

Title 10 U.S.C. §2481, "Defense Commissary and Exchange Systems: Existence and Purpose," requires that the Secretary of Defense operate a world-wide system of exchange stores that is intended to enhance the quality of life of members of the uniformed services, retired members and dependents of such members. The Army and Air Force Exchange Service (Exchange) is a Non-Appropriated Fund (NAF) instrumentality of the United States of America. Army Regulation 215-8/Air Force Instruction 34-211(I) charges the Army and Air Force Exchange Service with the dual and enduring mission of providing quality merchandise and services to its customers at competitively low prices and of generating earnings which provide a dividend to support family, morale, welfare and recreation (FMWR) programs.

This information collection is the basis for enhancing the patron's shopping experience, as well as, supporting the efficiency and effectiveness of the Exchange's marketing programs. The voluntary Customer Satisfaction Survey (CSS) is a valuable tool, which gathers patrons' feedback on the Exchange's services and performance. Patrons are determined by regulations and include uniformed service members, retired members, dependents of such members, and others as required.

This collection is authorized by the following: 10 U.S.C §2481, Defense Commissary and Exchange Systems: Existence and Purpose; Title 10 U.S.C. §3013, Secretary of the Army; Army Regulation 215-8/Air Force Joint Instruction 34-211(I), Army and Air force Exchange Service Operations. The CSS system provides a medium required by Executive Order 12862 to survey customers and make information, services and complaint systems easily accessible. The CSS system also furthers on the DOD's information management goals, which implements Section 5123 of the Clinger-Cohen Act of 1996. The goal is to continually improve the efficiency and effectiveness of agency operations through the use of information technology by providing services that satisfy customer information needs.

2. Use of the Information

Information is provided to the Exchange as aggregated data and is used to create a holistic illustration of the Exchange patrons' view of their shopping experiences. The Exchange utilizes the above data to improve the quality of goods and services provided and address complaints. The Exchange uses surveys to assess the effectiveness of our program to provide goods and services to authorized patrons.

Respondents are typically active uniformed service members, retired service members, dependents/family members of such members and others as required or authorized. The survey is presented to the respondent as a web-link on their sales receipt. Respondents can voluntarily go to any computer to access the survey and then provide opinions or comments regarding their recent shopping experience at an Exchange facility. The survey does not ask or collect any type of personal information including the respondent's personal identifiers.

In the event, negative responses are received and depending on the circumstances, it may require involvement of other Exchange personnel/management to address issues. In some instances, where further action is deemed necessary to improve the poor service, it may require involvement of the General Manager or Senior Management.

The Exchange Customer Relations Management receives approximately 40,000 surveys per year from customers at a total of 130 stores. Historical data has been provided as a supplementary document to demonstrate the vitality of this program. This survey has enabled the Exchange to establish consistency in customer service at all of our brick-and-mortal stores and enhance the shopping experience online.

3. Use of Information Technology

Collected information is immediately utilized by Exchange parties with a "need to know" for the purposes outlined in number 2 of this supporting statement. Information is transferred to the Exchange Customer Information System where it is easily viewed and extracted as needed for addressing complaints and effectiveness of Exchange performance.

100% of responses are collected by electronic means. The use of technology enhances the ability of the Exchange to collect data accurately, timely, and to keep the information confidential. A patron only needs to submit a survey one time in order to provide their feedback to the Exchange. In the event of a complaint, or actionable comments, there is no requirement for the patron to have to revisit the incident or to determine the aspects of the technology in order to provide their information.

4. Non-Duplication

The information obtained through this collection is unique and is not already available for use or adaptation from another cleared source.

5. Burden on Small Business

This information collection does not impose a significant economic impact on a substantial number of small businesses or entities.

6. Less Frequent Collection

Information is collected from members of the public on a voluntary basis. The collection is triggered solely by the customer's desire to communicate with the Exchange, i.e. "as needed" or "on occasion". Less frequent collection is not possible.

7. Paperwork Reduction Act Guidelines

This collection of information does not require collection to be conducted in a manner inconsistent with the guidelines delineated in Title 5 CFR 1320.5(d)(2).

8. Consultation and Public Comments

Part A: PUBLIC NOTICE

A 60-Day Federal Register Notice of the collection published on Wednesday, October 24 2018. The 60-Day FRN citation is 83 FRN 53610.

No comments were received during the 60-Day Comment Period.

A 30-Day Federal Register Notice for the collection published on Thursday, December 27, 2018. The 30-Day FRN citation is 83 FRN 66683.

Part B: CONSULTATION

Significant input and information was received from the Exchange Marketing directorate in relation to the continued use and burden relative to collection of information for this system of records. It was determined the information is only maintained in one database and used accordingly as outlined in section 2 of this statement.

9. Gifts or Payment

No payments or gifts are being offered to respondents as an incentive to participate in the collection.

10. Confidentiality

A Privacy Act Statement is not required for this collection because we are not requesting individuals to furnish personal information for a system of records.

A System of Record Notice (SORN) is not required for this collection because records are not retrievable by PII.

A Privacy Impact Assessment (PIA) is not required for this collection because records are not retrievable by PII.

Individual submission survey records are kept only until the time the aggregated data is downloaded into the Marketing electronic system or until the time in which they are no longer needed for reference. In accordance with the National Archives and Records Administration (NARA), aggregated information is maintained for a period of 10 years past the end of the fiscal year of which the original surveys were collected. Information is then destroyed by the proper means from the secured electronic system.

11. Sensitive Questions

Customers are asked to rate the service provided. The questions are general in nature and specific to the service(s) received. No questions considered sensitive are being asked in this collection.

12. Respondent Burden and its Labor Costs

a. Estimation of Respondent Burden

Due to an administrative oversight, our previous 2015 submission of 595,968 members of the public who provided feedback was submitted in error. This updated Supporting Statement A reflects a more accurate estimation of the respondents.

1. Customer Satisfaction Survey
- a. Number of Respondents: 40,000
- b. Number of Responses per Respondent: 1
- c. Number of Total Annual Responses: 40,000
- d. Response Time: 3 minutes (.05/Hour)
- e. Respondent Burden Hours: 2,000 Hours

2. Total Submission Burden
- a. Total Number of Respondents: 40,000
- b. Total Number of Annual Responses: 40,000
- c. Total Respondent Burden Hours: 2,000 Hours

b. Labor Cost of Respondent Burden

1. Customer Satisfaction Survey
- a. Number of Total Annual Responses: 40,000
- b. Response Time: 3 Minutes (.05/Hour)
- c. Respondent Hourly Wage: $15.72
- d. Labor Burden per Response: $0.786
- e. Total Labor Burden: $31,440

2. Overall Labor Burden
- a. Total Number of Annual Responses: 40,000
- b. Total Labor Burden: $31,440

The January 2018 General Schedule Base Table (GS 5/5) was used to determine the estimated average hourly base wage for respondents. This can found at https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/pdf/2018/GS_h.pdf.

13. Respondent Costs Other Than Burden Hour Costs

There are no annualized costs to respondents other than the labor burden costs addressed in Section 12 of this document to complete this collection.

14. Cost to the Federal Government

The Federal Government labor cost associated with this collection is based on reviewing and processing only the aggregated data. Aggregated data is compiled and processed once per month, hence the number of annual responses actually processed by government workers is 12 per year (see below).

a. Labor Cost to the Federal Government

1. **Customer Satisfaction Survey (aggregated data)**
   a. Number of Annual Responses: 12
   b. Processing Time per Response: 60 Minutes (1 Hour)
   c. Hourly Wage of Worker(s) Processing Responses: $56.00
   d. Cost to Process Each Response: $56.00
   e. Total Cost to Process Responses: $672.00

2. **Overall Labor Burden to Federal Government (aggregated data)**
   a. Total Number of Annual Responses: 12
   b. Total Labor Burden: $672.00

The August 2018 Federal Wage System (FWS) - NAF Pay Ranges for Dallas, Texas was used to determine hourly wages. Wages are estimated at the mid-level for managers at NAF pay range 5. The NAF Pay Ranges may be found at https://www.cpms.osd.mil/Content/NAF%20Schedules/survey-sch/152/152-033-49-NF.html
(Maximum Hourly Rate – Minimum Hourly Rate) / 2 + (Minimum Hourly Rate)

b. Operational and Maintenance Costs

a. Equipment: $0.00
b. Printing: $0.00
c. Postage: $0.00
d. Software Purchases: $0.00
e. Licensing Costs: $1,200.00
f. Other: $24,000.00 ($20,000 for professional fee + $4,000 IT Support)
g. Total: $25,200.00

1. Total Operational and Maintenance Costs: $25,200.00
2. Total Labor Cost to the Federal Government: $672.00
3. Total Cost to the Federal Government: $25,872.00

15. Reasons for Change in Burden

The burden has significantly decreased since the previous approval due to an accurate accounting of the estimation of annual respondents.

16. Publication of Results

The results of this information collection will not be published.

17. Non-Display of OMB Expiration Date

We are not seeing approval to omit the display of the expiration date of this OMB approval on the collection instrument.

18. Exceptions to “Certification for Paperwork reduction Submissions”

We are not requesting any exemptions to the provisions stated in 5 CFR 1320.9.