

**SUPPORTING STATEMENT**  
**Office of Private Sector**  
**Voice of Customer Satisfaction Survey**  
**OMB CONTROL NUMBER 1110-0078**  
**April 2019**

**B. COLLECTION OF INFORMATION EMPLOYING STATISTICAL METHODS**

**1. Universe and Respondent Selection**

The request for an annual Voice of Customer Satisfaction Survey is necessary so that the Federal Bureau of Investigation (FBI), Office of Private Sector (OPS) Division, can receive data to develop improvements for the benefit of both respondents and OPS. The survey provides a consistent process for respondents to provide feedback to engagement efforts conducted by OPS.

The OPS Division serves as a conduit between the Private Sector and the FBI. That mission requires constant engagement, connecting with critical infrastructure components, and creating relationships to address the threats of both tomorrow and today. Without private sector feedback, OPS will not be able to adapt to the changing needs of private sector partners. The OPS Voice of Customer Satisfaction Survey will allow the private sector to provide their insight into the threats and challenges facing their companies.

The respondent pool consists of Key Partners reported by a Field Office Private Sector Coordinator (PSC). Key Partners are defined as U.S. private sector organizations identified by Field Offices as critical components to the U.S. economy and national security within their areas of responsibility. Each Field Office must pick a minimum of six Key Partners each fiscal year, but are not limited to six. Key Partners range from private/public companies to higher education institutions. The current number of Key Partners is 582.

**2. Procedures for Collecting Information**

The survey will be sent to each PSC who will then be responsible for disseminating them to their points of contact for their Key Partner organizations. PSCs maintain regular contact with at least one POC from each of their Key Partners and will be instructed to send the survey to that POC (the email address for the company POC will not be shared outside of the existing relationship).

The survey period will be open for two weeks and a follow-up email sent by the original sender will be sent out at the end of week one. There will be no additional follow-up reminders.

### **3. Methods to Maximize Responses**

The Voice of Customer Satisfaction Survey utilizes an online survey instrument, Perception Questionmark®, created by the Evaluation and Assessments Unit (EAU) of the FBI. EAU will house the responses and provide OPS with the raw data. The survey results will only be used internally by the unit to identify areas of improvement. Specialized sampling procedures are not required and survey responses are not weighted or created to estimate for a larger population, or account for non-response. Analysis will be based primarily on response frequencies and simple averages.

Efforts are made within the current survey design to maximize response rates to enhance the reliability of survey results. These include:

- A two week survey period will allow for survey links being re-sent.
- Surveys will be sent to respondents by someone they have a working relationship with
- The survey instrument is brief and simple. The Survey contains only 13 questions. Eleven are multiple choice and two are open questions that include comment boxes. All questions are optional and the survey is voluntary. Questions are geared towards measuring satisfaction and do not require any additional research by respondents.
- The Unit Chiefs' contact information is provided within the email notification and also on the first page of the survey in case a respondent has any questions or concerns about survey content.

### **4. Testing of Procedures**

At the time of this request, the Office of Private Sector (OPS) Division has not implemented nor successfully fielded the the Voice of Customer Satisfaction Survey or other surveys that use similar methods.

### **5. Contact for Statistical Aspects and Data Collection**

The Evaluation and Assessments Unit is responsible for storing the data and OPS will summarize the raw data. Michael Whitaker is the point of contact for this survey and can be reached by phone at 862-763-1652 or by e-mail at [Mjwhitaker@fbi.gov](mailto:Mjwhitaker@fbi.gov).