

Supporting Statement Outline – Sample

NOTE: Complete Part B for Survey ICR Requests

SUPPORTING STATEMENT – PART B

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

If the collection of information employs statistical methods, it should be indicated in Item 17 of OMB Form 83-I, and the following information should be provided in this Supporting Statement:

1. Description of the Activity

Describe the potential respondent universe and any sampling or other method used to select respondents. Data on the number of entities covered in the collection should be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate the expected response rates for the collection as a whole, as well as the actual response rates achieved during the last collection, if previously conducted.

Customer Feedback

The potential respondent universe is individuals who have patronized a Marine Corps Community Services (MCCS) lodging business or service, completed check-out, and have voluntarily provided an e-mail address. Respondents receive an e-mail thanking them for their stay and are provided an opportunity to submit customer feedback on services received. The respondents who choose to provide feedback click on the link provided in the e-mail and completes the customer feedback response electronically. An MCCS authorized contractor receives the responses and aggregates the data prior to submitting to MCCS.

The use of customer feedback requests via e-mail provides for a quick and easy way to contact respondents and request feedback regarding their customer experience. This process ensures timely feedback is collected that provides valued information on program performance, in accordance with MCO P1700.27B. MCCS Lodges averaged a 9.2 percent overall customer feedback response rate for calendar year 2018.

2. Procedures for the Collection of Information

Describe any of the following if they are used in the collection of information:

- a. Statistical methodologies for stratification and sample selection; N/A
- b. Estimation procedures; N/A

c. Degree of accuracy needed for the Purpose discussed in the justification; N/A

d. Unusual problems requiring specialized sampling procedures; and N/A

e. Use of periodic or cyclical data collections to reduce respondent burden. N/A, response requests are on occasion, after check-out of MCCA lodging businesses and services, to evaluate customer satisfaction of program performance.

3. Maximization of Response Rates, Non-response, and Reliability

Discuss methods used to maximize response rates and to deal with instances of non-response. Describe any techniques used to ensure the accuracy and reliability of responses is adequate for intended purposes. Additionally, if the collection is based on sampling, ensure that the data can be generalized to the universe under study. If not, provide special justification.

Customer feedback is voluntary and requested of MCCA Lodging patrons, who have completed check-out, and have voluntarily provided an e-mail address, regardless of demographic. The intended result is the ability to provide lodging services efficiently and effectively with an ability to follow up with customers to improve customer satisfaction. The successful effect is streamlining service delivery, improved customer experience, and higher utilization and retention rates.

4. Tests of Procedures

Describe any tests of procedures or methods to be undertaken. Testing of potential respondents (9 or fewer) is encouraged as a means of refining proposed collections to reduce respondent burden, as well as to improve the collection instrument utility. These tests check for internal consistency and the effectiveness of previous similar collection activities.

5. Statistical Consultation and Information Analysis

a. Provide names and telephone number of individual(s) consulted on statistical aspects of the design. N/A

b. Provide name and organization of person(s) who will actually collect and analyze the collected information. Digital Alchemy aggregates the feedback. The feedback is reviewed by the Lodging Program Specialist at HQMC MR Business and Support Services and the Lodging Manager at each location.