

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3245-0398)

TITLE OF INFORMATION COLLECTION: Small Business Administration – Loan Operations Centers Customer Experience Online Survey

PURPOSE:

The U.S. Small Business Administration (SBA) guarantees small business loans and operates nine processing centers to manage the origination, servicing, and liquidation of these loans. These processing centers work primarily with private industry lenders and strive to provide a quality customer experience to ensure SBA’s loan products are delivered efficiently and effectively to small business owners. The purpose of this online customer experience survey is to measure the current state of customer satisfaction, identify areas for improvement, and to track changes over time.

DESCRIPTION OF RESPONDENTS:

Respondents will include small business lenders and small business loan applicants.

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> Other: |

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: Jihoon Kim, Acting Director OFPO

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

Personally Identifiable Information:

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

Gifts or Payments:

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

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Small Business Lenders	3,000	2 minutes each	100 hours
Small Business Owner Loan Applicants	500	2 minutes each	16.7 hours
Totals			

FEDERAL COST: The estimated annual cost to the Federal government is \$2,365, which includes the subscription to the online survey tool (\$500/year) and 40 hours of a GS-13 analyst in Washington, DC (\$1,865 at \$46.62/hour).

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?
 Yes No

If the answer is yes, please provide a description 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?

Response:

The survey will be provided as an anonymous link in the body of work-related email communications with customers who seek assistance from an SBA loan processing center. All SBA-guaranteed lenders and small business borrower customers who seek assistance from these centers will be given the opportunity to respond to the survey. Responses to the survey will be anonymous. The SBA plans to use descriptive statistics to analyze the data.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
 Web-based or other forms of Social Media
 Telephone
 In-person
 Mail
 Other, Explain

2. Will interviewers or facilitators be used? Yes No

Please make sure that all instruments, instructions, and scripts are submitted with the request.

Attachments:

- Customer Satisfaction Survey