

**Request for Approval under the “Generic Clearance for Improving Customer Experience:
OMB Circular A-11, Section 280 Implementation”
(OMB Control Number: 3090-0321)**

TITLE OF INFORMATION COLLECTION: HUD FHA Resource Center Surveys – The title of the survey is National Servicing Center – External.

PURPOSE OF COLLECTION:

What are you hoping to learn / improve?

We are hoping to learn about the quality of our customer service.

How do you plan to use what you learn?

We plan to use the data to improve our processes where weaknesses are noted.

Are there artifacts (user personas, journey maps, digital roadmaps, summary of customer insights to inform service improvements, performance dashboards) the data from this collection will feed?

Yes, there are artifacts being used such as personas, journey maps, summary of customer insights for improvements from the insights of the customer survey instruments. This information is being shared with management and being placed on a dashboard.

TYPE OF ACTIVITY: (Check one)

- Customer Research (Interview, Focus Groups)
- Customer Feedback Survey
- User Testing

ACTIVITY DETAILS

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. Who will you collect the information from?

The clients who contact our agency.

Explain who will be interviewed and why the group is appropriate for the Federal program / service to connect with.

There will be no interviews as the surveys are anonymous.

Please provide a description of how you plan to identify your potential group of respondents and if only a sample will be solicited for feedback, how you will select them.

This list will come from anyone who provided an email address to a contact center representative or sent in an email to our CRM.

Do you have a list of customers to reach out to (e.g., a CRM database that has the contact information, intercept interviews at a particular field office?)

We utilize our CRM database to export data (email addresses from service request inquiries / all types) during one week of the month. Certain percentages are applied to each of our survey instruments to ensure we do not over survey our clients. We utilize our A-11 approved surveys to gather information on 10 customer service questions. Seven of these are specific to the 7 mandated A-11 questions.

3. How will you ask a respondent to provide this information? (e.g., after an application is submitted online, the final screen will present the opportunity to provide feedback by presenting a link to a feedback form / an actual feedback form)

We provide a link / URL to the web application and the client can complete the survey.

4. What will the activity look like?

The activity is a 10-question survey.

Describe the information collection activity – e.g. what happens when a person agrees to participate?

The client has 10 question survey questions to complete (7 of them are the A-11 mandatory questions) and at any point they can decide to stop completing the survey.

Will facilitators or interviewers be used?

There is not any interview as the survey instrument is anonymous.

What's the format of the interview/focus group?

There is not a format for an interview as this is sole a survey.

If a survey, describe the overall survey layout/length/other details?

The survey is a 10-question survey which takes approximately 3 minutes to complete.

If User Testing, what actions will you observe / how will you have respondents interact with a product you need feedback on?

There is not any user testing. The survey results are strictly related to the service the client received from our FHA Resource Center / contact center and / or agency staff.

5. Please provide your question list.

For survey questions, please see a pdf of the survey instrument that has been submitted with this request. The following is the URL: <https://touchpoints.app.cloud.gov/touchpoints/34/submit>

6. When will the activity happen? Describe the time frame or number of events that will occur.

We conduct surveys during one week out of every month on our FHA Resource Center project to obtain client feedback on the seven mandatory A-11 questions and three other questions. There are approximately 2,100 surveys sent out on a monthly basis for all nine of our surveys. We have approximately 790,000 inquiries on average in calendar year 2020. This survey will remain on our website in alignment with the timing of the overall clearance.

7. 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 Hours
Consumer and Industry FHA program participants	2,100 monthly for all surveys	3 minutes completion rate on average	105 monthly
Totals for year	25,200 yearly	3 minutes	1260

All instruments used to collect information must include:

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Expiration Date: 10/31/2022