

## Individual Information Collection Request

Under GSA's Generic Clearance: Improving Customer Experience - Implementation of Section 280 of OMB Circular A-11

OMB Control No. 3090-0321

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### OVERVIEW

1. **GSA will be administering this collection on behalf of the following approved Department-level organization:**  
Department of Homeland Security
2. **Additional sub component, office, program:**  
Traveler Communications Center
3. **Agency POC name:** Jeremy Wendte
4. **Agency POC email:** jeremy.wendte@cbp.dhs.gov
5. **Description of service Touchpoint is measuring:** Traveler Communications Center (TCC). The TCC receives calls and emails from travelers regarding questions and/or issues for four travel programs: TTP, EVUS, ESTA, and ADIS/I-94.
6. **Point of service at which the Touchpoint survey is presented:**  
A link to the survey is included in a followup email to customers post-interaction with TCC
7. **Method by which the Touchpoint survey is presented:**
  - Web-based: pop-up on webpage while a user is browsing
  - Web-based: embedded into webpage
  - Email: With link to click and submit
  - In-person: At a computer or tablet kiosk
  - Mail
  - Other, Explain
8. **Description of respondents:**
  - Do you have a customer list or something similar that defines the universe of potential respondents?  
Yes.
  - Will the survey be presented to all potential customers that interact at the point described in #5, or is there a sampling plan from selecting from this universe? If a sampling plan, describe that here.  
Yes, the survey will be sent to all customers in this universe.

### 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 other than in format and process described in the umbrella generic clearance.
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.
7. The questions and other survey details are in line with the Supporting Statements of this clearance.

Name (Touchpoints Manager supporting this collection): Lauren Ancona

**BURDEN HOURS:**

<b>Category of Respondent</b>	<b>No. of Respondents</b>	<b>Participation Time</b>	<b>Burden Hours</b>
Email respondents	250,000	2 minutes	8,334
<b>Totals</b>	<b>250,000</b>	<b>2 minutes</b>	<b>8,334</b>

**FEDERAL COST:**

If any costs are associated with this collection beyond the Agency and Touchpoints staff time spent developing the survey and technical operating costs of Touchpoitns, please describe and calculate these here:

**QUESTIONS:**

Please include all questions and response options (either multiple choice options or free text fields, etc.):