

**Request for Approval under the "Generic Clearance for Improving
Customer Experience: OMB Circular A-11, Section 280
Implementation"
(OMB Control Number: 1090-0012)**

TITLE OF INFORMATION COLLECTION:

Customer Satisfaction Survey for Bureau of Trust Funds Administration (BTFA), formerly the Office of the Special Trustee for American Indians - Trust Beneficiary Call Center.

PURPOSE OF COLLECTION:

What are you hoping to learn / improve? How do you plan to use what you learn? 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?

OMB Circular A-11, Section 280 requires agencies that provide significant services directly to the public to identify and survey their customers, establish a customer experience program, establish service standards and track performance. On July 5, 2018, the Office of the Special Trustee for American Indians - Trust Beneficiary Call Center (TBCC) was designated by OMB as one of the government's "High Impact Service Providers (HISP)." <https://www.performance.gov/cx/HISPList.pdf>.

High Impact Service Providers are those Federal entities designated by OMB to have the highest impact customer facing services. (A HISP is one that interacts with the public to provide a transactional service or perform a regulatory function in which time, money, or information is used to receive a good, service or authorization. As a HISP, the TBCC must comply with the new Customer Experience (CX) framework in A-11 by December 31, 2018. These requirements include:

- 1.) Collecting customer feedback following transactions using, at minimum, a set of seven government-wide questions;
- 2.) Submitting the data to OMB quarterly via data dashboards;

Designation of the BTFA - TBCC as a HISP brings distinction to the Department as the TBCC has been recognized for the critical role it plays in the delivery of trust fund management services to Indian trust beneficiaries. While the TBCC already significantly contributes to the Department successfully meeting its Strategic Plan (Mission Area 4: "Fulfilling our Trust and Insular Responsibilities"), the additional requirements for the TBCC as an HISP will result in further improvements that will increase beneficiary satisfaction and the Department's ability to meet its fiduciary trust responsibility.

The purpose of the Customer Satisfaction Survey (CSAT) will be to measure beneficiary satisfaction in support of the TBCC's high quality of service and high First Line Resolution, (>98% each month since FY'15). In addition, the results will be used to identify where improvements can be made and allow us to assess how well we are meeting the beneficiaries' needs and BTFA's mission.

In addition, annual collection of customer feedback will be used to evaluate the delivery of services against the results of the TBCC's 2017 benchmark customer satisfaction score of 81 which is considered excellent. Analysis of the TBCC's American Customer Satisfaction survey results indicate that the customer satisfaction drivers, per the ratings given by our American Indian trust beneficiaries, were Call Handle Time, Customer Service, and Accessibility. These three drivers were perceived by American Indian trust beneficiaries to be the most important elements in service delivery. The scores for these three drivers largely contributed to the high evaluation of satisfaction for the TBCC. Notably, the overall high level of satisfaction contributes to the TBCC's high scores for positive future American Indian trust beneficiary behaviors such as: advocacy for BTFA, an improved perception of BTFA's reliability, and confidence in BTFA's ability to meet future needs. Importantly, these future intentions indicate that our Indian trust beneficiaries have a sense of loyalty to BTFA, a perception that is meaningful to BTFA's mission and goals, as well as valuable for policy and decision making.

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?

Explain who will be interviewed and why the group is appropriate for the Federal program / service to connect with. 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(e.g., anyone who provided an email address to a call center rep, a representative sample of Veterans who received outpatient services in May 2019, 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?)

Customer feedback will be obtained from Indian trust beneficiaries with open Individual Indian Monies (IIM) accounts and current home telephone numbers who have made contact with the TBCC, via telephone, between Monday through Thursday of each week. Since OMB requires measurement "after transactions" in "as a real-time manner as possible", the sampling methodology that we have identified meets this requirement. (See OMB Circular A-11 Section 280-4).

Customer feedback will be obtained from Indian trust beneficiaries with IIM accounts who have made contact with the TBCC via telephone. The data collection will operate as follows:

- The sample of contacts will be extracted from calls documented in the BTFA Field Operations tracking system (HPE Service Manager), every Monday through Thursday, only for those beneficiaries who have a telephone number documented in the Service Manager telephone field. (Approximately 500/day).
- At the end of each day, the TBCC will send the contractor a spreadsheet listing the extracted sample contacts. The spreadsheet will include the following variables:
Contact_Name, Phone, Open_Time, Category, ,Area, Opened_By.

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)

When the contractor receives the daily spreadsheet, they will use an outbound Integrated Voice Response (IVR) tool to call each beneficiary on the spreadsheet. If the beneficiary answers their telephone, the IVR will automatically ask the survey questions; and allow the beneficiary to use the digits on their telephone to provide a response.

Not all beneficiaries will receive the automated surveys. It is

only being sent to those beneficiaries for whom we have a current home telephone number.

- The contractor firm is taking care to not sample you more than one time every 30 days.
- The results are reported back to the BTFA Chief Beneficiary Officer, and uploaded into a dashboard.

4. What will the activity look like?

Describe the information collection activity – e.g. what happens when a person agrees to participate? Will facilitators or interviewers be used? What’s the format of the interview/focus group? If a survey, describe the overall survey layout/length/other details? If User Testing, what actions will you observe / how will you have respondents interact with a product you need feedback on?

When the contractor receives the daily spreadsheet, they will use an outbound Integrated Voice Response (IVR) tool to call each beneficiary on the spreadsheet. If the beneficiary answers their telephone, the IVR will automatically ask the survey questions; and allow the beneficiary to use the digits on their telephone to provide a response.

5. Please provide your question list.

Paste here the questions or prompts presented to participants in your activity. If you have an interview / facilitator guide, that can be attached to the submission and referenced here.

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

See: BTFA TBCC Survey Questionnaire 5.13.19

6. When will the activity happen?

Describe the time frame or number of events that will occur (e.g., We will conduct focus groups on May 13,14,15, We plan to conduct customer intercept interviews over the course of the Summer at the field offices identified in response to #2 based on scheduling logistics concluding by Sept. 10th, or “This survey will remain on our website in alignment with the timing of the overall clearance.”)

BTFA did not have funding to launch the “after the transaction” surveys until June 27, 2019. Although quarterly feedback was submitted to OMB for FY19 Q1 and Q2, the results did not match the A-11 Sec. 280 questions. Surveys continued through February 2020. Survey were halted on March 1, 2020 due to the pandemic. BTFA made the decision not to impose any burdens on Indian trust beneficiaries especially since most Indian Reservations were

experiencing lockdowns. Surveys will begin again on January 4, 2021.

7. Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?

Yes No

If Yes, describe:

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Indian trust beneficiaries.	124,000	3/60	6,200
Totals	124,000		6,200

CERTIFICATION:

I certify the following to be true:

1. The collections are voluntary;
2. The collections are low-burden for respondents (based on considerations of total burden hours or burden-hours per respondent) and are low-cost for both the respondents and the Federal Government;
3. The collections are non-controversial and do not raise issues of concern to other Federal agencies;
4. Any 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 near future;
5. Personally identifiable information (PII) is collected only to the extent necessary and is not retained;
6. Information gathered is intended to be used for general service improvement and program management purposes
7. Upon agreement between OMB and the agency aggregated data may be released as part of A-11, Section 280 requirements only on performance.gov. Summaries of customer research and user testing activities may be included in public-facing customer journey maps.
8. Additional release of data will be coordinated with OMB.

Name: Bryan Marozas - BTFA Chief Beneficiary Officer

All instruments used to collect information must include:

OMB Control No. 1090-0012
Expiration Date: 12/31/2023

HELP SHEET
(OMB Control Number: XXXX-XXXX)

TITLE OF INFORMATION COLLECTION: Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

PURPOSE: Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

TYPE OF COLLECTION: Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

CERTIFICATION: Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

Personally Identifiable Information: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

BURDEN HOURS:

Category of Respondents: Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households;(2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected per row.

No. of Respondents: Provide an estimate of the Number of respondents.

Participation Time: Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)

Burden: Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.