

**Request for Approval under the “Generic Clearance for Improving
Customer Experience: OMB Circular A-11, Section 280
Implementation”
(OMB Control Number: 0690-0035)**

TITLE OF INFORMATION COLLECTION: USPTO Patent, OCIO and OCFO Contact Centers Survey

PURPOSE OF COLLECTION:

USPTO wants to collect customer feedback on its contact centers to measure the sentiment of customers who seek, via phone (human-to-human), support services for issues encountered during the patent application process. The feedback will be used by the business unit to gain insight into the customer experience while receiving phone assistance. This will also assist with identifying and implementing enhancements to the overall USPTO customer experience, which especially important for Patents as a high-impact service provider.

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?

Customers who have historically responded to this survey included but were not limited to individual patent applicants, attorneys or agents, paralegals, inventors / makers, small business owners, entrepreneurs, USPTO employees, other intellectual property officials, educators, journalists, etc. This survey does not capture whether the respondent categorized themselves as part of a foreign government, U.S. government, non-profit, or private sector entity. Nor does it capture whether they are affiliated with a certain organizational type, size, or sector.

Last year, the survey respondents identified themselves as:

- Inventor – 43%
- IP Professional: Paralegal – 18%
- Entrepreneur – 15%
- IP Professional: Attorney – 15%

- IP Professional: Agent – 5%
- Other – 4%
- USPTO employee – 0%

3. How will you ask a respondent to provide this information?

Customers will receive an email invitation with a link to participate in the survey. The link opens into a web based survey.

4. What will the activity look like?

When a respondent selects the link from and the email, the survey will open in their web browser. The entire survey appears on a single webpage, with brief instructions at the top of the page. After responding to the questions, a respondent selects the Submit button. Next, the respondent is redirected to a confirmation and thank you page.

5. Please provide your question list.

See attached spreadsheet, “USPTO Patent, OCIO, and OCFO Contact Centers V2.xlsx” for full question list with branching logic in the “Model Questions” and “Custom Questions” worksheets.

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

See attached spreadsheet, “USPTO Patent, OCIO, and OCFO Contact Centers V2.slsx” for instructions in the “Welcome and Thank You Text” worksheet.

6. When will the activity happen?

Surveys are sent out weekly to a sample of USPTO customers who called one or more of the USPTO contact centers and help desks for support. USPTO and its survey administrator, ForeSee, de-duplicate the survey distribution list to weed out emails for customers who may have been served by multiple contact centers in one week and/or for customers who have received the same survey within the last 30 days to avoid customer survey fatigue. This de-duplication process greatly reduces the survey sample size.

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
Individual customer survey for callers	22,212	5 minutes	1,851

22,	22,212		1,851
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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; and,
7. Information gathered will only be shared publically in the manner described in the umbrella clearance of this control number.

Name: Chelsea D'Angona

All instruments used to collect information must include:

OMB Control No. 0690-0035

Expiration Date: 09/30/2023

HELP SHEET
(OMB Control Number: 0690-0035)

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.

Customer Satisfaction Survey

Thank you for visiting. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

*Required questions are denoted by an **

<p>1: *What is your overall satisfaction with your customer service experience?</p> <p>1=Very Dissatisfied Very Satisfied=10</p> <p>1 2 3 4 5 6 7 8 9 10</p> <p><input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/></p>
<p>2: *How well did your customer service experience meet your expectations?</p> <p>1=Fell Short Exceeded=10</p> <p>1 2 3 4 5 6 7 8 9 10</p> <p><input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/></p>
<p>3: *How well did your customer service experience compare to your idea of an ideal customer service experience?</p> <p>1=Not Very Close Very Close=10</p> <p>1 2 3 4 5 6 7 8 9 10</p> <p><input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/></p>
<p>4: *Please rate your confidence in the USPTO as a result of this customer service experience.</p> <p>1=Not At All Confident Very Confident=10</p> <p>1 2 3 4 5 6 7 8 9 10</p> <p><input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/></p>
<p>5: *When thinking about the customer service representative who assisted you in the contact center, how would you rate the agent on the following: (On a scale of 1-10, with "1" being "needs improvement" and 10 being "outstanding.")</p> <p>Professionalism</p> <p>1=Needs Improvement Outstanding=10 Don't know</p> <p>1 2 3 4 5 6 7 8 9 10 <input type="radio"/></p> <p><input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/></p>
<p>6: *Knowledge</p> <p>1=Needs Improvement Outstanding=10 Don't know</p> <p>1 2 3 4 5 6 7 8 9 10 <input type="radio"/></p> <p><input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/></p>
<p>7: *Helpfulness</p> <p>1=Needs Improvement Outstanding=10 Don't know</p> <p>1 2 3 4 5 6 7 8 9 10 <input type="radio"/></p> <p><input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/></p>
<p>8: *Was your question or issue resolved by the customer service representative?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No</p> <p><input type="radio"/> Don't know</p>
<p>9: Based on your interaction with the USPTO, please share any suggestions for improvements that the customer service representative or contact center could make to improve the customer service experience.</p> <div style="border: 1px solid #ccc; height: 20px; width: 100%;"></div> <p style="text-align: right;">1,000 Characters Remaining</p>
<p>10: *When thinking about your overall experiences across multiple interactions with the USPTO, how would you rate your agreement with the following statements: (On a scale of 1-10, with "1" being "strongly disagree" and "10" being "strongly agree")</p> <p>Guidance and communications I've received from the USPTO were clear and simple to understand.</p> <p>1=Strongly disagree Strongly agree=10 Don't know</p> <p>1 2 3 4 5 6 7 8 9 10 <input type="radio"/></p> <p><input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/></p>

10: *When thinking about your overall experiences across multiple interactions with the USPTO, how would you rate your agreement with the following statements: (On a scale of 1-10, with "1" being "strongly disagree" and "10" being "strongly agree")

Guidance and communications I've received from the USPTO were clear and simple to understand.

1=Strongly disagree										Strongly agree=10	
1	2	3	4	5	6	7	8	9	10	Don't know	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11: *I've found it easy to complete what I needed to do.

1=Strongly disagree										Strongly agree=10	
1	2	3	4	5	6	7	8	9	10	Don't know	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12: *I've found that the amount of time to complete what I needed to do for each step was reasonable.

1=Strongly disagree										Strongly agree=10	
1	2	3	4	5	6	7	8	9	10	Don't know	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13: *Which of the following **best describes** you?

- Entrepreneur/Business Professional
- Inventor
- IP Professional: Attorney
- IP Professional: Paralegal
- IP Professional: Agent
- USPTO Employee
- Other, please specify