

Summary of Survey
Generic Clearance of Customer Satisfaction Surveys
OMB Control No. 0910-0360

Customer Satisfaction Surveys for FDA CFSAN Technical Assistance Network (TAN) Food Safety
Modernization Act (FSMA) Queries

The FDA Food Safety Modernization Act (FSMA) was signed into law on January 4, 2011. It aims to ensure the U.S. food supply is safe by shifting the focus from responding to contamination to preventing it. Since January 2013, FDA has proposed seven foundational rules to implement FSMA. Those rules became final in 2015 and 2016:

The FDA Food Safety Modernization Act (FSMA) Technical Assistance Network (TAN) provides technical assistance to industry, regulators, academia, consumers and others regarding FSMA implementation. The TAN addresses questions related to the FSMA rules, FSMA programs, and implementation strategies after the rules are final.

Problem being investigated:

The TAN provides a method for submitting FSMA queries online through a Web form accessed at the FDA.gov website; (the online system will go live upon approval of this generic request by OMB.) TAN subject matter experts respond to Web form users with answers to their questions.

The TAN uses two separate surveys to gather information from Web form users to 1) gauge customer reaction to having used the TAN Web form to submit a FSMA query and 2) assess satisfaction with the FDA's response to their inquiry. Specifically, the TAN wants to know where the user learned about the Web form, whether the form instructions were clear, users' suggestions for improvements, and satisfaction with the response to their inquiry. One survey will be accessible at the time the inquiry is made and the other survey will be accessible at the time the response to the inquiry is received.

The information will help FDA TAN management know whether Web form users are satisfied with their experience using the Web form and whether the inquiry responses are satisfactory. Based on responses to the Customer Satisfaction Surveys, FDA TAN management will use the information to make needed improvements to the Web form and to the quality of FDA response to inquiries.

Methodology used to collect the data:

Frequencies and percentages will be generated from the quantitative questions and verbatim responses will be compiled from the open-ended text boxes.

There will be two separate surveys to collect information – a customer satisfaction survey and a response satisfaction survey. The information will be collected through voluntary customer satisfaction surveys administered online following Web form user's submission of an online query to the FSMA TAN

using the FSMA TAN Web form and accessible when they receive a response from FDA to their FSMA inquiry.

The respondent will first see the survey when they hit the Web form submit button after they have filled in their question. After the respondent hits the submit button the survey will pop up. At this point the respondent can either complete the survey or choose not to complete it by clicking cancel. In any case, the Web form user will receive a receipt acknowledgement for their question. (See attached screenshot mock ups of the customer satisfaction survey questions.)

A web link to the response satisfaction survey will be inserted in FDA's response to a FSMA inquiry. The inquirer can decide whether they want to go to the link to complete the feedback survey. (See Appendix I for screenshots of the Response Satisfaction Survey questions.)

Burden Imposed:

233.32 burden hours were approved to conduct Customer Satisfaction Surveys for FDA CFSAN Technical Assistance Network (TAN) Food Safety Modernization Act (FSMA) Queries to gather information from Web form users to assess satisfaction about the TAN Web form and FDA's response to their query. FDA estimated that 5,000 respondents spent an average of 2 minutes answering the TAN survey for a total of 166.66 hours and 2,000 of those respondents completed the FDA's response satisfaction survey for an average of 2 minutes each for 66.66 burden hours. Therefore, the total burden hours for this individual generic submission approved by OMB is 233.32 hours.