

**Request for Approval under the "Generic Clearance for Improving
Customer Experience: OMB Circular A-11, Section 280
Implementation"
(OMB Control Number: 1601-0029)**

TITLE OF INFORMATION COLLECTION: [AskTSA/TSA Contact Center]
Customer Satisfaction Survey

PURPOSE OF COLLECTION:

The TSA Contact Center (TCC) is the primary point of contact for the public to TSA and, in addition to receiving inquiries from the traveling public, receives inquiries from TSA employees, private industry, other government organizations, members of Congress and the White House. The TCC responds to inquiries that cover a variety of topics concerning TSA as well as reporting of security problems and concerns under 49 CFR 1503.3.

The TSA Social Care team, responsible for AskTSA on Twitter, Facebook, and Instagram, responds to members of the traveling public on a variety of topics mostly focused on permitted and prohibited items and TSA PreCheck®.

The objective of the data collection from this population is to collect, analyze, and interpret information gathered to identify strengths and weaknesses of current customer service and make improvements.

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 primary respondents will be members of the traveling public who have contacted TSA via telephone, email, and social media to obtain information about travel or to provide feedback about a recent travel experience. However, as described above, other members of the public also send inquiries to the TCC or AskTSA.

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

Email - The TCC will automatically send a survey to every fourth person who contacts the TCC via email.

Telephone - Before being transferred to an agent, the caller will hear a message stating a survey will be offered at the conclusion of the call and the caller should remain on the line if they wish to participate. All callers will hear this message and will be offered the survey.

Social Media - AskTSA agents will send a survey to every person who contacts AskTSA on Twitter, Facebook, or Instagram, within the capabilities of each platform.

4. What will the activity look like?

The public will receive an 11 question survey; one yes/no and 10 5 point Likert scale questions, and one free-text box. All questions will be voluntary, none are required. The survey was developed based on OMB's A-11 guidance.

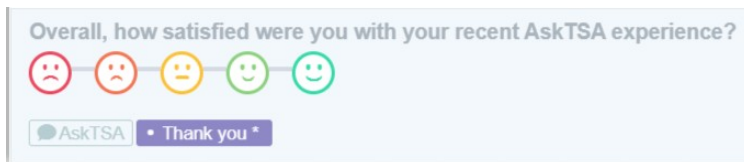
Social media users will be asked one or more questions, but at a minimum will be asked about their overall satisfaction.

5. Please provide your question list.

Survey is attached.

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

AskTSA:



Followed by a free-text box for additional comments.

TSA Contact Center instrument is in a separate document.

6. When will the activity happen?

The customer satisfaction surveys are continual.

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

[] Yes [X] No

If Yes, describe:

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Individuals/Traveling Public: Live Calls	187,305	1 minute or .0166666	3,122 hours
Individuals/Travel Public: Emails	26,387	1.5 minutes or 0.025 hours	660 hours
Individuals/Traveling Public: Social Media	425,000	10 seconds or 0.0027777 hours	1,181 hours
Totals			4,963 hours

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.

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Civil Rights & Liberties, Ombudsman, and Traveler Engagement

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