

# Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 1525-0012)

**TITLE OF INFORMATION COLLECTION:** Product Fulfillment Satisfaction Tracking

**PURPOSE:**

This collection request is for the United States Mint to conduct ongoing customer satisfaction surveys regarding product ordering and the fulfillment experience. The research helps provide the Mint to assess and monitor customer satisfaction with key aspects of the order placement and fulfillment process. This collection was fielded in FY19 under OMB control number 1506-0062.

The purpose of the United States Mint Product Fulfillment Satisfaction Tracking is to provide measurable insights on customer satisfaction and perceptions with the order and fulfillment portion of our services. In addition to serving as a tracking measure, we rely on the information collected to make ongoing improvements to these services and to help evaluate the impact of changes we implement.

Part of the United States Mint’s mission is to produce and make collectible coin products available directly to the American public. Executive Order No. 12862 (September 1993), titled “Setting Customer Service Standards,” establishes a mandate for the government to improve and adhere to best practices when providing customer service directly to the American people, such as by conducting research to determine satisfaction with existing services and to ensure the kind and quality of services offered are aligned with those the public wants (Section 1b). To effectively accomplish these goals, the United States Mint utilizes a combination of accepted research methods that shed light on the awareness, satisfaction and preferences among the public as they relate to collectible coin products and services. The United States Product Fulfillment Satisfaction Tracking survey is one of these instruments.

The consequence of not performing this collection is the United States Mint’s diminished ability to maintain service levels that will continue to satisfy customers.

**DESCRIPTION OF RESPONDENTS:**

United States Mint customers who have made at least one purchase in the previous 30-day period.

**TYPE OF COLLECTION:** (Check one)

- |                                                                              |                                                       |
|------------------------------------------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> Customer Comment Card/Complaint Form                | <input type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software        | <input type="checkbox"/> Small Discussion Group       |
| <input type="checkbox"/> Focus Group                                         |                                                       |
| <input checked="" type="checkbox"/> Other: <u>Product Fulfillment Survey</u> |                                                       |

**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.
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.

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To assist review, please provide answers to the following question:

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected? [ ] Yes [X] No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? [ ] Yes [ X ] No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? [ ] Yes [ ] No

**Gifts or Payments:**

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [ ] Yes [X] No

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden
United States Mint Customers (those who have made at least one purchase in the previous 30-day period)	12,000	10 minutes	2,000 hrs
<b>Totals</b>	<b>12,000</b>	10 min. each	<b>2,000 hrs</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is \$166,632.

**If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:**

**The selection of your targeted respondents**

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?

Yes       No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

The United States Mint Product Fulfillment Survey is designed to be fielded continuously during the next 12 months among customers who have recently had an order fulfilled (within the previous two week period). This will be a web-based survey of customers that is sent via email to customers. Results of the survey will be reported via a quarterly scorecard and quarterly PowerPoint presentation.

A random sample of United States Mint customers who have had orders fulfilled within the prior two week period will be used for this survey. The target sample size is 3,000 completes per quarter (12,000 per year), which will be obtained in increments of approximately 500 completes per each two week sampling wave. This will allow the United States Mint to analyze data based on various customer segments, including tenure and spend levels. Also, obtaining this sample size every two weeks will also allow the United States Mint to closely identify and track changes in customer satisfaction as the mix of products in orders being fulfilled changes throughout the year based on our annual product release schedule.

The sample for United States Mint customers will be obtained from the customer database lists. The sample will be selected randomly among the population of customers fitting the defined criteria. Based on our historic response rates and our experience with this survey, we anticipate inviting 30,000 customers per quarter to respond to the survey in order to achieve the targeted 3,000 completes per quarter. Collected survey data will be coded, cleaned, weighted and tabulated.

#### **Administration of the Instrument**

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. Will interviewers or facilitators be used?  Yes  No

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

### **Instructions for completing Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback”**

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**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.

**DESCRIPTION OF RESPONDENTS:** Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

**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:** Provide answers to the questions. Note: 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.

**Gifts or Payments:** If you answer yes to the question, please describe the incentive and provide a justification for the amount.

**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.

**FEDERAL COST:** Provide an estimate of the annual cost to the Federal government.

**If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:**

**The selection of your targeted respondents.** Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

**Administration of the Instrument:** Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.

**Submit all instruments, instructions, and scripts are submitted with the request.**