

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

TITLE OF INFORMATION COLLECTION: Customer Satisfaction Measurement (CSM) FY21

PURPOSE:

This collection request is for the United States Mint to conduct an ongoing quantitative research Customer Satisfaction Measurement Tracking study. The research helps provide a continued measure of the United States Mint customer experience and performance on key business metrics. This collection was fielded in FY20 under OMB control number 1525-0012.

The purpose of this collection is to monitor overall customer experience, satisfaction with product quality (i.e., overall, coins/items, product packaging), and other important touch points impacting customer satisfaction with products and services. Conducting this survey enables the United States Mint to assess the impact of efforts designed to increase customer satisfaction levels on a regular basis. It is the primary mechanism for tracking and reporting overall customer satisfaction with the products and services we offer to the American public and is used as an important factor in calculating the United States Mint’s goal sharing score. In addition, it provides indicators of targeted areas where customer satisfaction can be improved.

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 Mint CSM 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:

The Customer Satisfaction Measurement (CSM) Tracking Survey is designed to be a web-based survey among active United States Mint customers (i.e., those who have made at least one purchase in the previous 12-month period).

TYPE OF COLLECTION: (Check one)

- | | |
|-----------------------------------------------------------------------|------------------------------------------------------------------|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" 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 type="checkbox"/> Other: _____ |

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.

Name: Manoj Pillai
202-354-7255
Manoj.pillai@usmint.treas.gov

Leslie Schwager
202-354-7291
Leslie.schwager@usmint.treas.gov

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 12-month period)—per quarter	3,600 Annually	15 minutes	900 hours Annually
Total/Approximate completes per quarter	3,600 Annually	15 min per respondent	900 hours annually

FEDERAL COST: The estimated annual cost to the Federal government is \$253,765?

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 Customer Satisfaction Measurement (CSM) Tracking Survey is designed to be a web-based survey among active United States Mint customers (i.e., those who have made at least one purchase in the previous 12-month period). A United States postal letter will be delivered to customers inviting those to take the web survey. For those customers without Internet access, a toll-free number is also provided to complete the survey by phone.

The survey will be conducted in four regular waves throughout the year and results will be reported via a quarterly scorecard and quarterly PowerPoint presentation. A total sample of 900 completes will be targeted for each wave, for a total sample size of 3,600 surveys completed annually. This sample size will allow us to analyze results based on various customer segments, including tenure and spend levels.

The sampling technique for this survey will be based on a simple random sample of active United States Mint customers. The sample for active customers will be obtained from the customer database lists. Based on our historic response rates and our experience with this survey, we anticipate inviting between 16,500 to 19,250 customers per quarter to respond to the survey in order to achieve the targeted 900 completes.

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”

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.