

## **SUPPORTING STATEMENT - PART B**

### **Army & Air Force Exchange Service** **Exchange Customer Satisfaction Survey – OMB Control Number 0702-0130**

#### **B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS**

##### **1. Description of the Activity**

The Army and Air Force Exchange Service (Exchange) is a Non-Appropriated Fund (NAF) Instrumentality of the United States of America. Army Regulation 215-8/Air Force Instruction 34-211(I) charges the Exchange with the dual and enduring mission of providing quality merchandise and services to its patrons at competitively low prices and of generating earnings which provide a dividend to support family, morale, welfare and recreation (FMWR) Programs. The collection of information pursuant to this Customer Satisfaction Survey (CSS) relies upon the voluntarily submission of information from Patrons to the Exchange.

Authorized patrons are determined by regulation and may include members of the uniformed services, retired members, and dependents of such members as well as others individuals who meet the requirements based upon the regulations. Any patron who shops at an Exchange facility is given the opportunity to provide their feedback via survey. There are no sampling procedures (i.e. stratification, estimation, etc.) used in determining the selected respondents.

The Exchange estimates survey Information is submitted by an estimate of 20,000 patrons per year. Information analyzed by the Exchange is in aggregate format by geographic region and anonymous.

It is estimated that each respondent takes approximately 2 minutes to complete the CSS at a total annual burden to the public of 600 hours. This burden is significantly less than our last submission. The survey was improved for efficiency aimed to deliver an increase in actionable measures and improve the customer experience.

##### **2. Procedures for the Collection of Information**

- a. This collection does not use statistical methodologies for stratification and sample selection.
- b. Eligible patrons who visit a local Exchange facility and execute a purchase may receive a hard copy or electronic purchase receipt. The purchase receipt has a web-based link to the CSS at the bottom of the page. Patrons are self-elected for participation. Patrons who decide to visit this link are provided the opportunity to comment on their shopping experience at a particular store. The survey asks the patron about how the facility met their needs, addresses items as quality, customer service, cleanliness, and whether or not the patron would choose to shop at that

facility in the future. Data collected is automated to the Exchange in an Excel spreadsheet in aggregate format by geographic region and used to holistically verify customer's experiences in order to create maintain and enhance the marketing efficiency of the Exchange.

- c. The Exchange intention is to collect information about the shopping experience of our patrons in order to improve our marketing initiatives. The accuracy of the information is contingent upon the patron's honesty and openness. The information received at the convenience of the patron and is contingent upon the patrons' initiative to seek out the survey and complete it. Currently, 91% of the convenience sample was satisfied with their experience.
- d. There are no unusual problems requiring specialized sampling procedures.
- e. The amount of time for a respondent to complete data is averaged at 2 minutes. There is no periodic or cyclical data collection in place to reduce this burden.

3. Maximization of Response Rates, Non-response, and Reliability

The CSS collects information from a very small portion of eligible Exchange patrons. Because the information is voluntarily provided at the patron's decision to do so, there are no techniques used to ensure the quantity, accuracy or reliability of their answers.

4. Tests of Procedures

There are no tests of procedures or methods relative to this CSS. Aggregated data is analyzed monthly to determine customer satisfaction.

5. Statistical Consultation and Information Analysis

- a. There are no statistical aspects associated with this CSS.
- b. Army and Air Force Exchange Service  
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