

**BUREAU OF CONSUMER FINANCIAL PROTECTION**

**REQUEST FOR APPROVAL UNDER THE  
“GENERIC INFORMATION COLLECTION PLAN FOR THE COLLECTION OF  
QUALITATIVE FEEDBACK ON THE SERVICE DELIVERY OF THE CONSUMER  
FINANCIAL PROTECTION BUREAU”**

**(OMB Control Number: 3170-0024)**

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**1. TITLE OF INFORMATION COLLECTION:** Consumer Response Call Center Satisfaction Survey

**2. PURPOSE:** This survey will gauge consumers’ satisfaction with the level of service they receive from a Consumer Guide with whom they speak over the phone when they call the CFPB call center. The responses collected from this survey will be used to determine what additional training opportunities, informational resources, or system functionality used by the Consumer Guides might be needed in order to improve the level of service that Consumer Guides are able to provide consumers.

**3. DESCRIPTION OF RESPONDENTS:** Respondents are consumers who speak English and who call CFPB to submit a complaint, submit a “Tell Your Story” narrative, or who have an inquiry. This survey is a pilot survey for part of a larger survey program in which future surveys will be offered in both English and Spanish. For this initial pilot survey, offering the survey in Spanish would result in significantly increased costs to the federal government.

**4. TYPE OF COLLECTION (ADMINISTRATION OF THE COLLECTION INSTRUMENT):**

a. How will you collect the information? Check all that apply.

- |   |   |
|---|---|
| <input type="checkbox"/> Web-based or other forms of Social Media | <input checked="" type="checkbox"/> Telephone |
| <input type="checkbox"/> In-person                                | <input type="checkbox"/> Mail                 |
| <input type="checkbox"/> Small Discussion Group                   | <input type="checkbox"/> Focus Group          |
| <input type="checkbox"/> Other (please explain)                   |   |

b. Will interviewers or facilitators be used?

- Yes  No  Not Applicable

**5. FOCUS GROUP OR SURVEY:**

If you plan to conduct a focus group or survey, please provide answers to the following questions:

a. 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  Not Applicable

b. If **yes**, please provide a description below. If **no**, please provide a description of how you plan to identify your potential group of respondents and how you will select them.

All English-speaking consumers who call the CFPB call center will be given the opportunity to opt in to take the survey. The “opt in” question will be offered at the beginning of the consumer’s call to the CFPB during the recorded introduction. If they choose to opt in, they will be directed to remain on the telephone line after their dialogue with the Consumer Guide is complete. The total number of respondents is estimated at 1,500; this is based on an average of 25,000 inbound calls per month, assumed response rate of 3%, and running the survey for approximately two months.

**6. INFORMATION COLLECTION PROCEDURES:**

Please summarize the procedures that will be used to collect data from respondents.

The survey will be collected by an interactive voice response (IVR) system when consumers call into the CFPB call center.

**7. PERSONALLY IDENTIFIABLE INFORMATION:**

a. Is personally identifiable information (PII) collected?  Yes  No

b. If yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974?

Yes  No  Not Applicable

If Yes, describe what PII will be collected and why it is needed and how it will be used.

c. Has a System or Records Notice (SORN) been published?

Yes  No  Not Applicable

If yes, list the SORN title and the *Federal Register* (FR) citation:

Title: \_\_\_\_\_

\_\_ FR \_\_\_\_.

d. If applicable, please provide a link to the Privacy Impact Assessment.

**8. INCENTIVES:**

a. Is an incentive provided to participants?  Yes  No

b. If yes, provide a statement justifying the use and amount of the incentive **and** the amount or value of the incentive: \$ N/A.

**9. ASSURANCES OF CONFIDENTIALITY:**

- a. Will a pledge of confidentiality be made to respondents? [ ] Yes [ X] No
- b. If yes, please cite the statute, regulation, or contractual terms supporting the pledge. N/A

10. **JUSTIFICATION OF SENSITIVE QUESTIONS (if applicable):** N/A

11. **BURDEN HOURS:**

<b>Collection of Information</b>	<b>Number of Respondents</b>	<b>Frequency</b>	<b>Number of Annual Responses</b>	<b>Average Response Time (hours)</b>	<b>Burden (hours)</b>
Consumer Response Call Center Satisfaction Survey	1,500	1	1,500	0.05	75
<b>TOTAL</b>	<b>1,500</b>		<b>1,500</b>		<b>75</b>

The total number of respondents is estimated at 1,500; this is based on an average of 25,000 inbound calls per month, assumed response rate of 3%, and running the survey for approximately two months.

12. **FEDERAL COST:** The estimated annual cost to the Federal government is \$37,000.

### 13. CERTIFICATION:

#### *CERTIFICATION PURSUANT TO 5 CFR 1320.9, AND THE RELATED PROVISIONS OF 5 CFR 1320.8(b)(3):*

By submitting this document, the Bureau certifies the following to be true:

- (a) It is necessary for the proper performance of agency functions;
- (b) It avoids unnecessary duplication;
- (c) It uses plain, coherent, and unambiguous terminology that is understandable to respondents;
- (d) Its implementation will be consistent and compatible with current reporting and recordkeeping practices;
- (e) It indicates the retention period for recordkeeping requirements;
- (f) It informs respondents of the information called for under 5 CFR 1320.8(b)(3):
  - (i) Why the information is being collected;
  - (ii) Use of information;
  - (iii) Burden estimate;
  - (iv) Nature of response (voluntary);
  - (v) Nature and extent of confidentiality; and
  - (vi) Need to display currently valid OMB control number;
- (g) It was developed by an office that has planned and allocated resources for the efficient and effective management and use of the information to be collected;
- (h) It uses effective and efficient statistical survey methodology; and
- (i) It makes appropriate use of information technology.

#### *CERTIFICATION FOR INFORMATION COLLECTIONS SUBMITTED UNDER A GENERIC INFORMATION COLLECTION PLAN*

By submitting this document, the Bureau certifies the following to be true:

- The collection is voluntary.
- The collection is low-burden for respondents.
- The collection is non-controversial and does not raise issues of concern to other Federal agencies.
- Information gathered will not be used for the purpose of substantially informing influential policy decisions.
- The collection is not statistically significant; the results are not intended to be generalizable beyond the survey population.
- The results will not be used to measure regulatory compliance or for program evaluation.