

**SUPPORTING STATEMENT**  
**Office of Private Sector**  
**Voice of Customer Survey**  
**OMB CONTROL NUMBER 1110-0078**  
**March 2022**

**B. COLLECTION OF INFORMATION EMPLOYING STATISTICAL METHODS**

**1. Universe and Respondent Selection**

The request for an annual Voice of Customer Survey is necessary so that the Federal Bureau of Investigation (FBI), Office of Private Sector (OPS) Division, can receive data to develop improvements for the benefit of both respondents and OPS. The survey provides a consistent process for respondents to provide feedback to engagement efforts conducted by OPS.

The OPS Division serves as a conduit between the Private Sector and the FBI. That mission requires constant engagement, connecting with critical infrastructure components, and creating relationships to address the threats of both tomorrow and today. Without private sector feedback, OPS will not be able to adapt to the changing needs of private sector partners. The OPS Voice of Customer Survey will allow the private sector and academia to provide their insight into the threats and challenges facing their organizations.

The respondent pool consists of private sector partners and academia institutions reported by a Field Office Private Sector Coordinator (PSC). Private sector partners are identified by Field Offices as critical components to the U.S. economy and national security within their areas of responsibility. Private sector partners range from private/public companies to higher education institutions. The prospective number of organizations and or entities is approximately 900.

**2. Procedures for Collecting Information**

The survey will be sent to each PSC who will then be responsible for disseminating them to their points of contact for their private sector and/or academia organizations. PSCs maintain regular contact with at least one POC from each of their organizations and will be instructed to send the survey to that POC (the email address for the company/academia POC will not be shared outside of the existing relationship).

The survey period will be open for four weeks and a follow-up email sent by the original sender will be sent out at the end of week two. There may be additional follow-up reminders on a case by case basis.

### **3. Methods to Maximize Responses**

The Voice of Customer Survey utilizes an online survey instrument created by the FBI's Office of Private Sector, specifically the National Strategic Partnership and Coordination Unit (NSPCU). NSPCU will house the responses and provide OPS with the raw data. The survey results will only be used internally to OPS in order to identify areas of improvement. Specialized sampling procedures are not required and survey responses are not weighted or created to estimate for a larger population, or account for non-response. Analysis will be based primarily on response frequencies and simple averages.

Efforts are made within the current survey design to maximize response rates to enhance the reliability of survey results. These include:

- A four week survey period will allow for survey links being re-sent.
- Surveys will be sent to respondents by someone they have a working relationship with
- The survey instrument is brief and simple. The Survey contains only 13 questions. Eleven are multiple choice and two are open questions that include comment boxes. All questions are optional and the survey is voluntary. Questions are geared towards measuring satisfaction and do not require any additional research by respondents.
- The NSPCU contact information is provided within the email notification and also on the first page of the survey in case a respondent has any questions or concerns about survey content.

### **4. Testing of Procedures**

At the time of this request, the Office of Private Sector (OPS) Division has successfully implemented the the Voice of Customer Survey. The survey has been impactful to measuring engagement and identifying ways to improve products, events, and/or services.

### **5. Contact for Statistical Aspects and Data Collection**

The FBI's Office of Private Sector is responsible for storing the data and OPS will summarize the raw data. NSPCU is the point of contact for this survey and can be reached by phone at 202-324-3000 or by e-mail at [HQ-DIV00-OPS-PSC-PROGRAM@ic.fbi.gov](mailto:HQ-DIV00-OPS-PSC-PROGRAM@ic.fbi.gov).