

## **Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0970-0401)**

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**TITLE OF INFORMATION COLLECTION:** Child Welfare Information Gateway OneReach Customer Survey

**PURPOSE:** Child Welfare Information Gateway (Information Gateway) is a service of the Children’s Bureau (CB), a component within the Administration for Children and Families, and is dedicated to the mission of connecting professionals and concerned citizens to information on programs, research, legislation, and statistics regarding the safety, permanency, and well-being of children and families.

To best serve the child welfare community, Information Gateway offers a hotline (1-800-394-3366) for customers to engage information support specialists for additional information and submit inquiries. In conjunction with the hotline, Information Gateway utilizes the OneReach Artificial Intelligence (AI) text messaging chat system to begin the interaction and either answer the customer’s questions or refer them to a live agent.

The OneReach platform facilitates chat conversations with customers who call the Information Gateway hotline available on the website. Customer calls with the Information Gateway begin with the Artificial Intelligence (AI) text messaging system which can help to answer questions via text. Customers can request be transferred to a live agent at any time during the interaction. The survey items will be administered via text after the interaction with AI has ended or 45 minutes after their transfer to a live agent.

Feedback about customer experiences collected through the *Child Welfare Information Gateway OneReach Customer Survey* will help the AI system better assist customers.

**DESCRIPTION OF RESPONDENTS:** Respondents will be Information Gateway customers who call the hotline and engage with the OneReach text system.

**TYPE OF COLLECTION:**

|                                                                        |                                                                  |
|------------------------------------------------------------------------|------------------------------------------------------------------|
| <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 primary purpose of the results is not for public dissemination.
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 and affiliation: Beth Claxon, Child Welfare Program Specialist, ACF Administration on Children, Youth and Families (ACYF)

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

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected? ☐ Yes ☒ No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? ☐ Yes ☐ 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 ☒ No

**BURDEN HOURS**

| Information Collection                                     | Category of Respondent | No. of Respondents | No. of Responses per Respondent | Estimated Time per Response | Burden Hours |
|------------------------------------------------------------|------------------------|--------------------|---------------------------------|-----------------------------|--------------|
| Child Welfare Information Gateway OneReach Customer Survey | Individuals            | 360                | 1                               | .02                         | 7.2          |
| <b>Totals</b>                                              |                        |                    |                                 |                             | <b>7.2</b>   |

**FEDERAL COST:** The estimated annual cost to the Federal government is \$506

**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 feedback survey is administered as a part of the OneReach customer interaction platform that facilitates chat conversations to answer customers questions via the Information Gateway phone number available on the website. When the customer calls Gateway, they begin the interaction with the AI text system to answer their questions or they can ask to be transferred to a live agent at any time during the interaction. The survey items will be administered via text once the interaction has ended for the text system or 45 minutes after having been transferred to a live agent.

**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

Customers will receive an invitation to complete the survey via text once the interaction with the system has ended.

2. Will interviewers or facilitators be used? ☐ Yes ☒ No

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