**Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 3090-0297)**
**Req-32**

**TITLE OF INFORMATION COLLECTION:** 2023 GSA Customer Loyalty Survey

**PURPOSE:** The purpose of this survey is to collect customer satisfaction data from customers of Federal Acquisition Service business lines. The data is used to inform programmatic decisions and major initiatives to improve the overall customer experience.

**DESCRIPTION OF RESPONDENTS**: Respondents are employees of federal, state, local, and tribal governments, educational institutions, and representatives of companies that do business with the Technology Transformation Service. This request is for the portions of the survey that will be viewable to state, local, and tribal government customers, employees of educational institutions, and industry representatives.

**TYPE OF COLLECTION:** (Check one)

[ ] Customer Comment Card/Complaint Form       [X] Customer Satisfaction Survey
[ ] Usability Testing (*e.g.*, Website or Software)     [ ] Small Discussion Group
[ ] Focus Group                                         [ ] 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 <u>not</u> raise issues of concern to other federal agencies.
4.      The results are <u>not</u> intended to be disseminated to the public.
5.      Information gathered will not be used for the purpose of <u>substantially</u> informing <u>influential</u> 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**:   Katherine Petway        Phone: 202-969-7279

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

**Personally Identifiable Information:**
1.      Is personally identifiable information (PII) collected?  [ X ] Yes  [  ]  No
2.      If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974?   [ X ] Yes [  ] No
3.      If Yes, has an up-to-date System of Records Notice (SORN) been published?  [ X ] Yes  [  ] No
GSA SORN CIO-3

**If PII is collected, please provide a brief statement regarding why PII is necessary, how it will be stored and for how long, and how it will be destroyed once the collection is over.**

The respondent's email address is used to track which business line the respondent is a customer of and ensure that their responses are attributed to the correct business line. The Qualtrics survey platform collects IP addresses as a mechanism to screen out spam responses. Additionally, some business lines may request respondents' names, email addresses, and/or phone numbers if the respondent indicates that they'd like to be contacted to provide further feedback to the business line. No PII is associated with responses when the analysis is shared with FAS business lines. PII is stored in the secure, FedRAMP-certified survey platform and will be deleted after one year.

**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 |
|---|---|---|---|
| State, local, and tribal government employees | 600 | 10 minutes | 100 hours |
| Employees of educational institutions | 200 | 10 minutes | 33.3 hours |
| **Totals** | 800 | 10 minutes | 133.3 hours |

**FEDERAL COST:**  The estimated annual cost to the Federal government is $600.

**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?
            [X] 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?

Customer list includes those who have completed a transaction with a Federal Acquisitions Service business line in the last 12 months. The contact list is assembled from the records of the participating FAS business lines and the Qualtrics email distribution system is used to send survey invitations. There is a screener question at the beginning of the survey to ensure that the contact list information is correct and the customer has interacted with FAS in the past 12 months; this ensures that any errors in a contact list assembled from multiple different databases do not impact the accuracy of the results.

**Administration of the Instrument**

1.      How will you collect the information? (Check all that apply)

[ X ] Web-based or other forms of Social Media

[  ] Telephone

[  ] In-person

[  ] Mail

[  ] Other, Explain

2.      Will interviewers or facilitators be used?  [  ] Yes [X] 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 in a separate file.**