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

TITLE OF INFORMATION COLLECTION: Federal Service Desk Customer Satisfaction Survey

PURPOSE: A key part of the Integrated Award Environment's (IAE's) mission is to reduce burden for users of our systems, minimizing barriers for doing business with the federal government. We will be collecting information to help us understand how to best streamline federal award processes for our users and how to best provide support (help, training, etc.) for them. Our goal is to improve the efficiency, reliability, and effectiveness of IAE systems for our users.

We will collect information to help us evaluate the user experience of getting help at the Federal Service Desk (FSD) and learn the preferences of our customers. Survey responses will support two primary objectives:
- to incorporate user feedback into the design of a new help experience.
- to get a baseline of customer satisfaction for comparison after the new experience is implemented.

Conducting this survey gives IAE insight into users' needs and pain points as we redesign the user experience of getting help for our systems. We aim to learn if users' expectations are being met, what types of help are effective, and how we can improve the help desk in the future.

Feedback from this audience is critical to IAE's mission and supports the commitment to reducing the federal cost of widespread change by listening to users and helping them adopt system changes more quickly.

DESCRIPTION OF RESPONDENTS: We will target non-federal domestic and international IAE system users who have called, sent a chat, or submitted a web form to the FSD in the months of June, July, and August 2023. We will target users with routine questions and issues with SAM.gov.

Our sampling plan is on page 3.

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.

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

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

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.

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
Private Sector and State, local, or tribal governments*	24,000	2 minutes	800 hours
Totals	24,000	2 minutes	800 hours

*Demographics do not exist in the system to separate respondents by type of user.

FEDERAL COST: The estimated annual cost to the Federal government is $32,660.16.

<u>If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:</u>

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?

Sampling Plan

Population Size: 85,652
Sample Size: 24,000

We intend to conduct a clustered random sampling, where the clusters of users are predefined based on how the user contacted the FSD (phone, chat, or web form), omitting entity validation issues, and sampled randomly to get a representative sample of users who have used the FSD for getting help.

To achieve a 2% margin of error at 95% confidence, we need to secure 2,336 responses. We can get this by making the survey available to 24,000 respondents, given an expected approximate 10% return rate for electronic surveys of external populations.

The sample will be distributed to non-federal users across the following identified clusters:

Cluster Group	Survey Sample Size
Contacted by phone (68%)	16,350
Contacted by chat (17%)	4,050
Contacted by web form (15%)	3,600

Administration of the Instrument
1. How will you collect the information? (Check all that apply)
    [X] Web-based or other forms of Social Media (Qualtrics)
    [ ] 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.