

Health Resources and Services Administration
SUPPORTING STATEMENT
BPHC Customer Service Survey

A. Justification

1. Circumstances of Information Collection

The Health Resources and Services Administration (HRSA) currently has approval under the generic clearance, Office of Management and Budget (OMB) Control No. 0915-0212, to conduct customer satisfaction surveys and focus groups. This collection of information helps fulfill the requirements of:

- a. Executive Order 12862, "Setting Customer Service Standards," which directs Agencies to continually reform their management practices and operations to provide service to the public that matches or exceeds the best service available in the private sector.

This is a request for OMB approval of a qualitative voluntary customer satisfaction survey under HRSA's generic clearance. HRSA's Bureau of Primary Health Care (BPHC) will obtain customer service feedback for inquiries received and tracked within the Salesforce customer relationship manager platform (referred to as Salesforce). All inquiries come through the BPHC Health Center Program Support (HCPS) team (formerly the BPHC Helpline), which has been in operation since 2010 and is focused on providing assistance to BPHC staff, grantees and designees on how to use the HRSA Electronic Handbooks (HRSA's grants management system which is referred to as the EHBs).

Executive Order 12862 directs agencies that "provide significant services directly to the public" to "survey customers to determine the kind and quality of services they want and their level of satisfaction with existing services". The objective of administering a customer service survey is to obtain feedback from both our internal and external stakeholders on how satisfied they are with the responses and level of service they receive from HCPS.

2. Purpose and Use of the Information

In 2010 HCPS (formerly the BPHC Helpline) was created to provide additional support to health centers submitting required information and reports to BPHC through the EHBs/BHCMIS. (BHCMIS is the Bureau of Health Center Management and Information System and refers to the specific portions of the EHBs used only by BPHC staff/Health Centers and designees.) In 2014, BPHC moved from an internal support services tracking system to Salesforce in order to better manage, route, and respond to incoming inquiries from both internal staff and external stakeholders: health centers and designees. In 2020, the BPHC HCPS team received over 6,000 inquiries from both internal staff and grantees and other partners.

The purpose of the BPHC Customer Service Survey is to solicit the level of satisfaction with the quality of customer service provided by BPHC. The information obtained from the BPHC Customer Service Survey will be used to measure customer service performance and identify areas for improvement.

3. Use of Improved Information Technology

The surveys will be administered through Salesforce, allowing for 100% of the surveys to be collected through the use of electronic collection techniques.

The surveys will be distributed via an automated email that respondents receive informing them that the status of their inquiry has changed to closed or resolved. By adding the survey (as a standard link) to the automated email, we reduce the burden for both administering, receiving, and analyzing results of the surveys. In addition, this results in one less email received by the respondent.

4. Efforts to Avoid Duplication

This information collection request will not be duplicative of other information collections.

5. Involvement of Small Entities

The survey will not have a significant impact on small businesses or small entities.

6. Consequences if Information Collected Less Frequently

The purpose of the BPHC Customer Service Survey is to solicit contextual service-level satisfaction with the quality of BPHC service. Collecting this information less frequently would limit BPHC's ability to identify and provide timely improvements to services quality.

7. Consistency with the Guidelines in 5 CFR 1320.5(d) (2)

These surveys will be implemented in a manner fully consistent with 5 CFR 1320.5(d)(2).

8. Consultation Outside the Agency

The notice required in 5 CFR 1320.8(d) was published in the *Federal Register* on December 15, 2020, (Vol. 85, No.241, pages 81210). No public comments were received.

9. Remuneration of Respondents

Not Applicable

10. Assurance of Confidentiality

The Customer Service Survey does not request personal identifiable information. However, completed survey responses are associated with the submitted Salesforce ticket and incident being assessed by the customer. The ticket does include the respondent's contact information and the HCPS Agent name. Access to the raw survey data is limited to HCPS program administrators and Salesforce system administrators. All administrators are held to government standards prohibiting the disclosure of Personally Identifiable Information (PII) and all internal processes and analysis require stripping PII prior to presenting the data.

11. Questions of a Sensitive Nature

The surveys do not contain questions of a sensitive nature.

12. Estimates of Annualized Hour Burden

Respondents:

All individuals that have an inquiry marked closed or resolved in Salesforce will have the opportunity to provide feedback on how well HCPS agents have responded to their inquiry. The survey will target individuals that submitted an inquiry about HRSA’s grants management system through the HCPS.

Annual burden estimates:

The total respondent burden for the BPHC Customer surveys is estimated at 40 hours. We expect approximately 800 annual responses (10% of 8,000 support requests) to the BPHC customer service surveys.

| Type of Collection | Number of Respondents | Responses per Respondent | Total Responses | Hours per Respondent | Total Burden Hours | Wage Rate | Total Hour Cost |
|--------------------------------|-----------------------|--------------------------|-----------------|----------------------|--------------------|-----------|-----------------|
| BPHC Customer Service Survey * | 800 | 1 | 800 | .05 | 40 | 38.08 | \$1,523.20 |

*BPHC Customer Service Survey- numbers are estimated using historic data and service-level agreements.

Planned frequency of information collection:

A link to the voluntary customer service survey will be included in the email indicating their inquiry is marked resolved and closed.

13. Estimates of Annualized Cost Burden to Respondents

The only associated cost to respondents is their time to provide the requested information.

14. Estimates of Annualized Cost to the Government

The associated annualized cost to the government is the time spent on data review and reporting by BPHC staff. The estimated annualized cost to the government is \$495.04 which includes the following:

- Staff time for review and reporting purposes at various times throughout the year (\$456.96 for 2021).
- One hour to create/update the surveys in Salesforce (\$38.08 for 2021).

We will not incur any costs for the survey tool. Costs listed here are based on hourly wage rate for federal employees. Associated costs increase when the federal pay scale is increased or individuals move up and through the GS pay scale.

15. Change in Burden

Not Applicable. This is a new activity under HRSA's generic clearance and will be included in the total burden currently approved by OMB under OMB Control No. 0915-0212.

16. Plans for Analysis and Timetable of Key Activities

Salesforce allows for real-time data analysis. The tool automatically analyzes the data, making it easy for staff to review and pull the data at any time during the year without having to manipulate or reanalyze the data. Once the surveys are created and administered, the BPHC staff responsible for reviewing customer service feedback will review the data at fixed intervals or as necessary throughout the year.

17. Exemption for Display of Expiration Date

No exemption is being requested. The expiration date will be displayed.

18. Certifications

This information collection activity will comply with the requirements in 5 CFR 1320.9.