

**Request for Approval under the “Generic Clearance for the Collection of
Routine Customer Feedback” (OMB Control Number: 1545-2208)**

TITLE OF INFORMATION COLLECTION:

Customer Satisfaction Feedback on Direct File Customer Support

PURPOSE:

Continuous improvement of Direct File Customer Support requires ongoing assessment of service delivery. Direct File will collect, analyze, and interpret information gathered through this customer satisfaction survey to identify strengths and weaknesses of current Customer Support services provided to the public and make improvements. If this information is not collected, vital feedback from customers and stakeholders on Direct File’s Customer Support services will be unavailable.

Feedback will be collected via a voluntary pulse check survey that will be presented to all individuals who complete a chat session on their computer or mobile device with a Direct File Customer Support representative. The survey will display within the live chat window after each live chat session ends, in order to measure service performance in as real-time a manner as possible.

The solicitation of feedback will target areas such as: timeliness, accuracy of information, courtesy, efficiency of service delivery, and resolution of issues with service delivery. The survey will use the following standard questions that are included in the eGain Live Chat software used by Direct File Customer Support (see attached screenshot):

- 5-point rating scale: How would you rate the quality of the answers you received?
- 5-point rating scale: What about the speed with which we answered your questions?
- 5-point rating scale: How would you rate your overall chat experience?
- Free response: Additional comments

DESCRIPTION OF RESPONDENTS:

All individuals who contact Direct File Customer Support via live chat with a representative are potential respondents. The satisfaction survey will display within the live chat window after each live chat session ends, and the individual can choose to respond to the survey or to decline the survey by closing the window.

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| <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 results are not intended to be disseminated to the public.
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: Lenita Johnson _____

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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
3. If Applicable, has a System or Records Notice 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

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals or households	100,000	5 minutes	8,333 hours
Totals	100,000		8,333 hours

FEDERAL COST: The estimated annual cost to the Federal government is _\$0_

STATISTICAL METHOD:

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?

Industry best practice is to present every customer the opportunity to provide feedback at each instrumented touchpoint or transaction in a customer journey. The voluntary and

optional customer satisfaction pulse check survey will be presented to 100% of individuals who complete a live chat session with a Direct File Customer Support representative.

Individuals will initiate the live chat by navigating to the Direct File webpages within the browser of their computer or mobile device and selecting a button or link to chat with a representative. The satisfaction survey will display within the live chat window after each live chat session ends. The individual can choose to respond to the survey or to decline the survey by closing the chat window.

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
2. Will interviewers or facilitators be used? Yes No