

**Request for Approval under the "Generic Clearance for Improving
Customer Experience: OMB Circular A-11, Section 280
Implementation"
(OMB Control Number: 2511-0001)**

TITLE OF INFORMATION COLLECTION: FHEO Filing a Complaint Behavioral Intercept Survey

PURPOSE OF COLLECTION:

To collect customer experience feedback after a customer fills out a discrimination complaint via the Filing the Complaint web page (<https://www.hud.gov/fairhousing/fileacomplaint>). This feedback will provide FHEO insight into the experience of navigating the complaint form process.

Data gathered through a survey will be used to explore and evaluate HUD's role in improving services associated with submitting a discrimination complaint.

TYPE OF ACTIVITY: (Check one)

- Customer Research (Interview, Focus Groups)
- Customer Feedback Survey
- User Testing

ACTIVITY DETAILS

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. Who will you collect the information from?

We will collect the information from customers who complete the process of filing out a discrimination complaint via the HUD FHEO website.

3. How will you ask a respondent to provide this information?

The survey will pop up from the right side once a customer has completed the filing process. The customer will have the option to fill out the survey or click an x on the top right corner to exit out of the survey.

4. What will the activity look like?

Customer Experience feedback will be collected through the Medallia platform. The beginning of the survey explains the nature of the survey.

If a customer chooses to participate, they can proceed by answering the survey questions that pop up after they submit their complaint. The survey should take less than 5 minutes if full filled out. Question response types include multiple choice (including some 1-5 scale Likert questions) 1 rating scale, and one optional open comment question.

A/B testing will be conducted at launch to determine which of the two A-11 driver question formats (Likert and Multiple-Choice) below creates the least burden for respondents while still effectively providing driver-based CX insights to HUD. The A/B testing will last 3-6 months and will include a random sampling of respondents selected to receive either the “A” or “B” version. The versions will be compared using completion rate (number of customers who complete the survey divided by the number of customers who initially click into the survey) and average time to complete (time elapsed from clicking into the survey to hitting the “submit” button)

5. Please provide your question list.

Format A: Includes specific questions based on each driver, allowing customers to choose on a 1-5 Likert Scale.

Metric	Question	Answer set
Type of Customer	I would describe myself primarily as :	1- Property Resident/Renter 2- Private Attorney or Lawyer 3-Other Fair Housing or Civil Rights Professional 4- Other
How Website Was Found	How did you find out about the FHEO discrimination complaint process?	1- Website search 2- Landlord recommended 3- Lawyer recommended 4- HUD employee 5- Other (add text box)
Trust	I trust HUD to address housing discrimination	1-5: Strongly DisagreeStrongly Agree
Satisfaction	How would you rate your experience filing a complaint?	1-5 Stars
Efficiency/Speed	It took a reasonable amount of time to do what I needed to do	1-5: Strongly DisagreeStrongly Agree
Ease/Simplicity	It was easy for me to complete	1-5: Strongly DisagreeStrongly Agree

Service Effectiveness/Perception of Value	The form provided me the opportunity to convey my discrimination case	1-5: Strongly DisagreeStrongly Agree
Equity/Transparency	I understand what was being asked of me throughout the complaint process	1-5: Strongly DisagreeStrongly Agree
Open Comment	How can we improve your experience? (optional)	

Format B: Will be based upon survey logic. If a customer chooses the answer set of 4-5 stars when answering “How would you rate your experience on our website?” the following question would appear before the open comment question:

A-11 Metric/Driver	Question	Alt Set
Type of Customer	I would describe myself primarily as :	1- Property Resident/Renter 2- Private Attorney or Lawyer 3-Other Fair Housing or Civil Rights Professional 4- Other
How Website Was Found	How did you find out about the FHEO discrimination complaint process?	1- Website search 2- Landlord recommended 3- Lawyer recommended 4- HUD employee 5- Other (add text box)
Trust	I trust HUD to address housing discrimination	1-5: Strongly DisagreeStrongly Agree
Satisfaction	How would you rate your experience filing a complaint?	1-5 Stars
Drivers	What factors contributed to your rating?(choose all that apply)	<ul style="list-style-type: none"> • Difficulty of filing • Time to complete form • Quality of form • Form unclear
Open Comment	How can we improve your experience? (optional)	

If a customer chooses the answer set of 1-3 stars when answering “How would you rate your experience on our website?” the following question will appear:

A-11 Metric/Driver	Question	Alt Set
Type of Customer	I would describe myself primarily as :	1- Property Resident/Renter 2- Private Attorney or Lawyer 3-Other Fair Housing or Civil Rights Professional 4- Other
How Website Was Found	How did you find out about the FHEO discrimination complaint process?	1- Website search 2- Landlord recommended 3- Lawyer recommended 4- HUD employee 5- Other (add text box)
Trust	I trust HUD to address housing discrimination	1-5: Strongly DisagreeStrongly Agree
Satisfaction	How would you rate your experience filing a complaint?	1-5 Stars
Drivers	What factors contributed to your rating? (choose all that apply)	<ul style="list-style-type: none"> • Ease of filing • Speed of filing • Effectiveness of form • Clarity of form
Open Comment	How can we improve your experience? (optional)	

6. When will the activity happen?

We are aiming to include the launch survey on the HUD FHEO filing complaint web page by June 2023.

7. Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?

Yes No

If Yes, describe:

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
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Individuals	1800	5 min	150
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CERTIFICATION:

I certify the following to be true:

1. The collections are voluntary;
2. The collections are low-burden for respondents (based on considerations of total burden hours or burden-hours per respondent) and are low-cost for both the respondents and the Federal Government;
3. The collections are non-controversial and do not raise issues of concern to other Federal agencies;
4. Any 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 near future;
5. Personally identifiable information (PII) is collected only to the extent necessary and is not retained;
6. Information gathered is intended to be used for general service improvement and program management purposes
7. Upon agreement between OMB and the agency aggregated data may be released as part of A-11, Section 280 requirements only on performance.gov. Summaries of customer research and user testing activities may be included in public-facing customer journey maps.
8. Additional release of data will be coordinated with OMB.

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All instruments used to collect information must include:

OMB Control No. 2511-0001

Expiration Date: 09/30/2024

HELP SHEET
(OMB Control Number: XXXX-XXXX)

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.

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: 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.

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.

