

# CDRLF Satisfaction Survey

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Community Development Revolving Loan Fund



## Purpose

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This document outlines a strategy to implement a CDRLF satisfaction survey that credit unions can use to provide feedback about the overall program experience. Obtaining feedback about the CDRLF program through a satisfaction survey will help form future program decisions based on tangible data.

## Regulatory Guidance

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Section 280 of OMB Circular A-11<sup>1</sup> provides guidance to Federal agencies on efforts to improve the customer experience and satisfaction of Federal programs. OMB did not include the NCUA on the list of agencies that are required to implement this guidance. Based on stated requirements, the NCUA's CDRLF program will not be able to feasibly implement all portions of this guidance immediately. However, some portions of this guidance are appropriate for the CDRLF program and will be adopted to help CURE manage customer/program satisfaction.

## Survey Focus

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The CDRLF satisfaction survey will focus on CURE's highest-impact customer journeys to collect feedback. The CDRLF's customer/program journeys include submitting a grant/loan application, grant/loan agreement, reimbursement request, and/or impact report. Measuring the customer perspective after this series of interactions is a valuable opportunity to collect appropriate feedback. In effort to standardize the collection mechanism and timeframe, CURE will measure the customer experience immediately after an application and/or reimbursement request submission. This gives CURE feedback on the performance of both program areas. CURE will adopt the following best practices for the CDRLF satisfaction survey:

- Customer feedback should be obtained as close to the time of the transaction as possible, and made available to program managers as frequently as possible;
- To the extent possible, feedback collection mechanisms should be brief, thereby imposing minimal burden on customers and sampling techniques may be used on high-volume transactions to reduce burden, when appropriate.

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<sup>1</sup>Resources to support the development of customer experience strategies and activities across the government are available at the following URL: <https://www.performance.gov/ex/>



## Survey Contents

The CDRLF satisfaction survey will include questions that measure overall customer experience and transaction-related customer experience. Each survey type will be optional for credit unions to complete. Credit unions will be asked to provide responses to the following survey measurements, with minimal adjustments to the wording of specific questions based on transaction type (grant application or reimbursement request). In addition to the general responses below, the survey will provide credit unions with an opportunity to offer narrative responses regarding their satisfaction.

Overall Customer Experience		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<b>1. Satisfaction</b>	I am satisfied with the overall service I received from the CDRLF program.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>2. Confidence or Trust</b>	I trust the CDRLF program to fulfill its mission for low-income designated credit unions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transaction-Related Customer Experience						
<b>3. Confidence</b>	This interaction increased my confidence in CURE's CDRLF program.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>4. Quality</b>	My need was addressed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>5. Ease</b>	It was easy to complete my request.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>6. Efficiency</b>	It took a reasonable amount of time to complete my request.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>7. Transparency</b>	CDRLF program documents/materials are easy to understand and helpful in completing my request.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>8. Employees</b>	Employees I interacted with were helpful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Paperwork Reduction Act Statement:** The estimated average public reporting burden associated with this information collection is 10 minutes per response. Comments concerning the accuracy of this burden estimate and or any other aspect of this information collection, including suggestions for reducing this burden should be address to the National Credit Union Administration, Office of Credit Union Resources and Expansion, CDRLF, 1775 Duke Street, Alexandria, Virginia 22314. An agency may not conduct or sponsor, and a person is not required to respond to, an information collection unless it displays a valid OMB control number.