

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3235-0731)

TITLE OF INFORMATION COLLECTION: U.S. Securities and Exchange Commission
SEC.gov Verint ForeSee Customer Satisfaction Survey

PURPOSE: The Office of Public Affairs (OPA) at the U.S. Securities and Exchange Commission (SEC) seeks to improve customer satisfaction by collecting customer feedback from visitors to the SEC.gov website. OPA staff will accomplish this through the use of the Verint ForeSee intercept survey that is offered to a random sample of visitors who visit SEC.gov through either a desktop computer or mobile device. The feedback collected through this survey will be used to make customer-focused decisions about content updates and future enhancements to SEC.gov. The Verint ForeSee survey and data collected are hosted on a FedRAMP-certified Humanify Cloud data center that allows OPA staff to review and analyze survey results.

DESCRIPTION OF RESPONDENTS: Visitors to the SEC.gov website who use various devices to access the website (e.g., desktop computer, laptop, mobile phone).

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: /s/ Florence Harmon

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
(SORN is [SEC-26: Mailing, Contacts, and Other Lists](#))

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 – Desktop Computer	5,283	9.6 minutes	845.3 hours
Individuals or Households – Mobile Device	2,036	13.1 minutes	444.5 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$96,952.15. This is the annual cost for the vendor (Verint) to maintain the survey, host the survey responses in its data center, maintain a portal for SEC staff to review and create reports using survey data, and enable SEC staff to produce reports with insights and analysis of survey results.

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

The survey will be randomly offered to a subset of visitors who visit SEC.gov through either a desktop computer or mobile device.

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

Please make sure that all instruments, instructions, and scripts are submitted with the request.