

SUPPORTING STATEMENT - PART A

Exchange Customer Satisfaction Surveys

OMB Control Number 0702-0130

Summary of Changes from Previously Approved Collection

- Mobile App Survey added to the information collection request
- Burden has increased due to the addition of the Mobile App Survey

1. Need for the Information Collection

Title 10 U.S.C. § 2481, “Defense Commissary and Exchange Systems: Existence and Purpose,” requires that the Secretary of Defense operate a world-wide system of exchange stores that is intended to enhance the quality of life of members of the uniformed services, retired members and dependents of such members. The Army and Air Force Exchange Service (Exchange) is a Non-Appropriated Fund (NAF) instrumentality of the United States of America. Army Regulation 215-8/Department of the Air Force Instruction 34-210(I) charges the Army and Air Force Exchange Service with the dual and enduring mission of providing quality merchandise and services to its customers at competitively low prices and of generating earnings which provide a dividend to support family, morale, welfare and recreation (FMWR) programs.

This information collection is the basis for enhancing the patron’s shopping experience and supporting the efficiency and effectiveness of the Exchange’s marketing programs. The voluntary Exchange Customer Satisfaction and Mobile App Surveys are valuable tools that gather patron feedback on the Exchange’s services and performance. Patrons are determined by regulations and include uniformed service members, retired members, dependents of such members, and others as required.

This collection is authorized by the following: 10 U.S.C. §2481, Defense Commissary and Exchange Systems: Existence and Purpose; Title 10 U.S.C. §7013, Secretary of the Army; AR 215-8/DAFI 34-210(I), Army and Air Force Exchange Service Operations. The surveys provide a medium required by Executive Order 12862 to allow customer feedback and make information, services, and complaint systems easily accessible. Surveys also furthers on the DOD’s information management goals, which implements Section 5123 of the Clinger-Cohen Act of 1996. The goal is to continually improve the efficiency and effectiveness of agency operations through the use of information technology by providing services that satisfy customer information needs.

2. Use of the Information

Information is provided to the Exchange as aggregated data and is used to create a holistic illustration of the Exchange patrons' view of their shopping experiences. The Exchange utilizes the above data to improve the quality of goods and services provided, address complaints, and improve the functionality, design, and overall use of ability to shop online or through the Exchange mobile app. The Exchange uses surveys to assess the effectiveness of our program to provide goods and services to authorized patrons.

Respondents are typically active uniformed service members, retired service members, dependents/family members of such members and others as required or authorized. Surveys are presented to respondents as a web-link on their sales receipt or as an invite on the mobile app. Respondents who voluntarily decide to provide feedback may do so on any computer or on the app. Surveys do not ask or collect any type of personal information including the respondent's personal identifiers.

In the event, negative responses are received and depending on the circumstances, it may require involvement of other Exchange personnel/management to address issues. In some instances, where further action is deemed necessary to improve the poor service, it may require involvement of the General Manager or Senior Management.

Surveys have enabled the Exchange to establish consistency in customer service at all our brick-and-mortar stores and enhance the shopping experience online. The addition of the Mobile App Survey will allow the Exchange to obtain higher quality customer feedback on their electronic shopping experience. The Exchange anticipates 3,600 additional respondents per year using the Mobile App Survey.

3. Use of Information Technology

Collected information is immediately utilized by Exchange parties with a "need to know" for the purposes outlined in Section 2 of this supporting statement. Information is transferred to the Exchange Customer Information System where it is easily viewed and extracted as needed for addressing complaints and effectiveness of Exchange performance.

100% of responses are collected by electronic means. The use of technology enhances the ability of the Exchange to collect data accurately, timely, and to keep the information confidential. A patron only needs to submit a survey one time in order to provide their feedback to the Exchange.

4. Non-Duplication

The information obtained through this collection is unique and is not already available for use or adaptation from another cleared source.

5. Burden on Small Business

This information collection does not impose a significant economic impact on a substantial number of small businesses or entities.

6. Less Frequent Collection

Information is collected from members of the public on a voluntary basis. The collection is triggered solely by the customer's desire to communicate with the Exchange, i.e., "as needed" or "on occasion." Less frequent collection is not possible.

7. Paperwork Reduction Act Guidelines

This collection of information does not require collection to be conducted in a manner inconsistent with the guidelines delineated in Title 5 CFR 1320.5(d)(2).

8. Consultation and Public Comments

Part A: PUBLIC NOTICE

A 60-Day Federal Register Notice of the collection published on Monday, August 5, 2024. The 60-Day FRN citation is 89 FR 63417.

No comments were received during the 60-Day Comment Period.

A 30-Day Federal Register Notice for the collection published on Friday, January 10, 2025. The 30-Day FRN citation is 90 FR 1980.

Part B: CONSULTATION

No additional consultation apart from soliciting public comments through the Federal Register was conducted for this submission.

9. Gifts or Payment

No payments or gifts are being offered to respondents as an incentive to participate in the collection.

10. Confidentiality

A Privacy Act Statement is not required for this collection because we are not requesting individuals to furnish personal information for a system of records.

A System of Record Notice (SORN) is not required for this collection because records are not retrievable by PII.

A Privacy Impact Assessment (PIA) is not required for this collection because records are not retrievable by PII.

Individual submission survey records are kept only until the time the aggregated data is downloaded into the Customer Relations Management electronic system or until the time in which they are no longer needed for reference. In accordance with the National Archives and Records Administration (NARA), aggregated information is maintained for a period of 10 years past the end of the fiscal year of which the original surveys were collected. Information is then destroyed by the proper means from the secured electronic system.

11. Sensitive Questions

No questions considered sensitive are being asked in this collection.

12. Respondent Burden and its Labor Costs

Part A: ESTIMATION OF RESPONDENT BURDEN

1) Collection Instruments

Customer Satisfaction Survey

- a) Number of Respondents: 20,000
- b) Number of Responses per Respondent: 1
- c) Number of Total Annual Responses: 20,000
- d) Response Time: 2 minutes
- e) Respondent Burden Hours: 667 hours

Mobile App Survey

- a) Number of Respondents: 3,600
- b) Number of Responses per Respondent: 1
- c) Number of Total Annual Responses: 3,600
- d) Response Time: 15 minutes
- e) Respondent Burden Hours: 900 hours

2) Total Submission Burden

- a) Total Number of Respondents: 23,600
- b) Total Number of Annual Responses: 23,600
- c) Total Respondent Burden Hours: 1,567 Hours

Part B: LABOR COST OF RESPONDENT BURDEN

1) Collection Instruments

Customer Satisfaction Survey

- a) Number of Total Annual Responses: 20,000
- b) Response Time: 2 minutes
- c) Respondent Hourly Wage: \$18.71
- d) Labor Burden per Response: \$0.62
- e) Total Labor Burden: \$12,473

Mobile App Survey

- a) Number of Total Annual Responses: 3,600
- b) Response Time: 15 minutes
- c) Respondent Hourly Wage: \$18.71
- d) Labor Burden per Response: \$4.68
- e) Total Labor Burden: \$16,839

2) Overall Labor Burden

- a) Total Number of Annual Responses: 23,600
- b) Total Labor Burden: \$29,312

The 2025 General Schedule Base Table (GS-5 Step 5) was used to determine the estimated average hourly base wage for respondents viewable at https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/25Tables/html/GS_h.aspx.

13. Respondent Costs Other Than Burden Hour Costs

There are no annualized costs to respondents other than the labor burden costs addressed in Section 12 of this document to complete this collection.

14. Cost to the Federal Government

The Federal Government labor cost associated with this collection is based on reviewing and processing only the aggregated data. Aggregated data is compiled and processed once per month.

Part A: LABOR COST TO THE FEDERAL GOVERNMENT

1) Collection Instrument

Customer Satisfaction Survey and Mobile App Survey (aggregated data)

- a) Number of Total Annual Responses: 12
- b) Processing Time per Response: 1 hour
- c) Hourly Wage of Worker(s) Processing Responses: \$67.18
- d) Cost to Process Each Response: \$67.18
- e) Total Cost to Process Responses: \$806

2) Overall Labor Burden to Federal Government (aggregated data)

- a) Total Number of Annual Responses: 12
- b) Total Labor Burden: \$806

Part B: OPERATIONAL AND MAINTENANCE COST

1) Cost Categories

- a) Equipment: \$0
- b) Printing: \$0
- c) Postage: \$0

- d) Software Purchases: \$0
- e) Licensing Costs: \$1,500
- f) Other: \$14,000 (\$10,000 for professional fee + \$4,000 IT Support)

2) Total Operational and Maintenance Cost: \$15,500

Part C: TOTAL COST TO THE FEDERAL GOVERNMENT

- 1) Total Labor Cost to the Federal Government: \$806
- 2) Total Operational and maintenance Costs: \$15,500.00
- 3) Total Cost to the Federal Government: \$16,306

15. Reasons for Change in Burden

The estimated respondent burden has increased since the previous approval due to the addition of a Mobile App Survey. The mobile app uses resources already available and used for the Customer Satisfaction Survey. Cost to the Federal Government is paid strictly from non-appropriated funds of the Exchange. Federal Operating Cost has remained constant due to previous improvements of the design and effectiveness of the survey questions.

16. Publication of Results

The results of this information collection will not be published.

17. Non-Display of OMB Expiration Date

We are not seeking approval to omit the display of the expiration date of this OMB approval on the collection instrument.

18. Exceptions to “Certification for Paperwork Reduction Submissions”

We are not requesting any exemptions to the provisions stated in 5 CFR 1320.9.