

SUPPORTING STATEMENT - PART B

Exchange Customer Satisfaction Surveys

OMB Control Number 0702-0130

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Description of the Activity

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 Exchange with the dual and enduring mission of providing quality merchandise and services to its patrons at competitively low prices and of generating earnings which provide a dividend to support family, morale, welfare and recreation (FMWR) Programs. The collection of information pursuant to the Exchange Customer Satisfaction Surveys relies upon the voluntarily submission of information from Patrons to the Exchange.

Authorized patrons are determined by regulation and may include members of the uniformed services, retired members, and dependents of such members as well as other individuals who meet the requirements based upon the regulations. Any patron who shops at an Exchange facility or purchases online or through the Exchange mobile app is given the opportunity to provide their feedback via survey. There are no sampling procedures (i.e. stratification, estimation, etc.) used in determining the selected respondents.

2. Procedures for the Collection of Information

1. This collection does not use statistical methodologies for stratification and sample selection.
2. Eligible patrons who visit a local Exchange facility and execute a purchase may receive a hard copy or electronic purchase receipt. The purchase receipt has a web-based link to the Customer Satisfaction Survey at the bottom of the page. Patrons are self-selected for participation. Patrons who decide to visit this link are provided the opportunity to comment on their shopping experience at a particular store. The survey asks the patron about how the facility met their needs, addresses items as quality, customer service, cleanliness, and whether or not the patron would choose to shop at that facility in the future. Data collected is automated to the Exchange in an Excel spreadsheet in aggregate format by geographic region and used to holistically verify customer's experiences in order to create maintain and enhance the marketing efficiency of the Exchange. Patrons using the mobile app are provided an opportunity to add feedback on the functionality of the mobile app by following on-screen directions.

3. The Exchange's intention is to collect information about the shopping experience of our patrons in order to improve our marketing initiatives. The accuracy of the information is contingent upon the patron's honesty and openness. The information received at the convenience of the patron and is contingent upon the patrons' initiative to seek out the survey and complete it. Currently, 91% of the convenience sample was satisfied with their experience.
4. There are no unusual problems requiring specialized sampling procedures.
5. There is no periodic or cyclical data collection in place to reduce this burden.

3. Maximization of Response Rates, Non-response, and Reliability

The surveys collect information from a small portion of eligible Exchange patrons. Because the information is voluntarily provided at the patron's decision to do so, there are no techniques used to ensure the quantity, accuracy or reliability of their answers.

4. Tests of Procedures

There are no tests of procedures or methods relative to the Customer Satisfaction Surveys. Aggregated data is analyzed monthly.

5. Statistical Consultation and Information Analysis

1. No external consultation on the statistical aspects of the surveys was conducted.
2. Army and Air Force Exchange Service
Paul Jen, EVP. Chief Strategic Officer, 646-233-1382
Customer Relations Management Executive Office
3911 South Walton Walker Blvd.
Dallas, TX 75236-1598
jenp@aafes.com