

**Request for Approval under the "Generic Clearance for Improving  
Customer Experience: OMB Circular A-11, Section 280  
Implementation"  
(OMB Control Number: 1225-0093)**

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**TITLE OF INFORMATION COLLECTION:** Recruiting and Screening Customers for Customer Interviews for Soliciting Feedback for the Department of Labor Employment and Benefits Security Administration

**PURPOSE OF COLLECTION:** To explore and understand the current awareness and satisfaction levels with EBSA and the information and resources needed; to explore the knowledge, perceptions, beliefs, intentions, barriers, motivators, and behaviors of customers; to gather insights on information and preferences on website content and features that will increase their familiarity, satisfaction, and desired behaviors related to engaging with EBSA

**TYPE OF ACTIVITY:** (Check one)

- ☒ [X] Customer Research (Interview, Focus Groups)
- ☐ [ ] Customer Feedback Survey
- ☐ [ ] User Testing

**ACTIVITY DETAILS**

1. How will you collect the information? (Check all that apply)

- ☒ [ X ] Web-based or other forms of Social Media
- ☐ [ ] Telephone
- ☐ [ ] In-person
- ☐ [ ] Mail
- ☐ [ ] Other, Explain

2. Who will you collect the information from?

**Multicultural workforce with employment-based health benefit or retirement benefit plans or their beneficiaries, who are customers of EBSA**

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

**Customers will access a digital survey to answer screening questions to determine if they qualify for the customer interviews.**

4. What will the activity look like?

A list of potential customers will be sourced by a sample provider, Marketing Systems Group. Customers will receive invitations to participate in the interviews through email/text messages. Those who are interested will complete a digital survey with screening questions to ensure they meet the customer criteria for inclusion in the interviews. The customer interview guide is submitted as a separate ICR.

5. Please provide your question list.

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

See attached  
Invitation Email and Text Messages  
Screening Questions

6. When will the activity happen?

Customers will receive invitations to participate in the interviews through email/text messages. Those who are interested will complete a digital survey with screening questions to ensure they meet the customer criteria for inclusion in the interviews. The invitation email/text messages and customer interviews will be conducted in December 2022 - January 2023.

7. Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?  
[ X ] Yes [ ] No

Invitation emails/text messages will inform customers that they will receive a \$75 electronic gift card incentive if they qualify and successfully complete the interviews. After successful completion of the interviews, customers will receive the electronic gift cards via emails through a digital incentive platform called Rybbon/BHN Rewards. The platform has data protection and security systems in place to protect personal identifiable information.

#### **BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Multicultural workforce with employment-	15	10 minutes	2.5

based health benefit or retirement benefit plans or their beneficiaries (invitation email/text and screener questions)			hours
<b>Totals</b>	<b>15</b>	10 minutes	<b>2.5 hours (Round ed to 3 in ROCIS)</b>

**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. 1225-0093**

**Expiration Date: 02/29/2024**