

Department of Labor
Employment and Benefits Security Administration
Customer Interviews
Customer Invitation Email and Text Messages
11/21/22

Methodology: An invitation email and text message explaining the interview will be sent to a sample of the target audience. The sample will be procured from M-S-G, a sample vendor. If customers prefer to contact us directly, we will ask the screening questions or direct them to the digital link to access the survey with screening questions.

Target Audience: Multicultural workforce and their beneficiaries in the United States

- Age range: 18-67 years
 - Has employer-based health insurance and/or an employer-based retirement plan OR is a beneficiary of an individual who has them
 - Works at a company with more than 100 employees
 - Does not have coverage through programs such as Medicare, Medicaid, Indian Health Services, Veterans Affairs Health Care, or TRICARE
 - Ensure diversity in race/ethnicity, geographic location, income levels, ability levels (including visual disabilities), and those who lack access to resources
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Email Message:

OMB Control No. 1225-0093; Expiration Date: 02/29/2024

Hello [Name],

On behalf of the Department of Labor (DOL), we are gathering opinions about what people know or would like to know about a part of DOL, the Employment Benefits Security Administration (EBSA), that provides information about job-based health and retirement benefits to employees or those who receive these benefits through a family member.

We are conducting virtual calls on [insert dates] and would like to invite you to participate. The information shared in the call will help improve the information shared by EBSA through its website and other resources.

During the call, I will ask you to share your opinions. Also, I will share my screen, click through the DOL EBSA website, and ask you questions about what information is helpful or would be helpful to understand the EBSA and its resources better.

Some details:

- The duration of each call is 40 minutes.
- Participants who qualify and complete the call each will receive a \$75 electronic gift card as a thank you.
- We will prepare a summary based on all the feedback received; names and contact information will not be connected to the results
- The results report will be for internal use only.

If you choose to participate in this virtual call, please click on this link or copy and paste it into your browser to see if you qualify: [insert link]

Another option is to contact us directly at interviews@cmrignite.com or 414-644-0299, for more information.

Text Message:

On behalf of Dept of Labor, we invite you to a virtual call about info on job-based health and retirement benefits. \$75 if you qualify and attend: [insert bitly link] OMB Control No. 1225-0093; Expiration Date: 02/29/2024