

**Request for Approval under the “Fast Track Generic Clearance for the
Collection of Qualitative Feedback on Agency Service Delivery”
(OMB Control Number: 0704-0553)**

TITLE OF INFORMATION COLLECTION: PEO MLB Voice of the Customer (VoC) Survey

PURPOSE:

The purpose of this blanket approval is to allow the administration of Program Executive Office Manpower Logistics and Business Solutions (PEO MLB) Voice of the Customer (VoC) surveys to assess customer and user satisfaction for various Navy and Marine Corps software systems and applications we manage. The surveys will gather valuable feedback on system usability, effectiveness, identify areas for improvement, and enhance the overall user experience. The data collected through these surveys will include Likert rating scales and free text responses. The feedback will be used to make informed decisions about system updates and change requests, identify system enhancements, and define user-generated new capabilities. By regularly administering VoC customer and user satisfaction surveys, the programs and portfolios who manage the systems and applications can ensure they meet user needs, improve productivity, and ultimately contribute to the success of the organization.

DESCRIPTION OF RESPONDENTS:

Respondent background will vary based on the system. Overall, respondents will fall under one of the following categories: US Navy Sailors and Civilians, US Marine Corps Marines and Civilians, and Navy and USMC support Contractors who are using the software systems to conduct their job.

TYPE OF COLLECTION: (Check one)

☐ Customer Comment Card/Complaint Form	☒ Customer Satisfaction Survey
☐ Usability Testing (e.g., Website or Software	☐ Small Discussion Group
☐ Focus Group	☐ 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: Petra Alfred, Director of Customer Experience

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, will any information that is collected be included in records that are subject to the Privacy Act of 1974? ☐ Yes ☐ No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? ☐ Yes ☐ No

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 (Full Length Survey)	50	7 min	5.83 hrs
Individuals (Pulse Survey)	50	1 min	.83 hr
Totals	100		6.67 hrs

PUBLIC COST: The estimated annual cost to the public is \$148.40, using the median hourly wage from the Bureau of Labor Statistics Wage Estimate website at https://www.bls.gov/oes/current/oes_nat.htm#00-0000.

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

Programs have a list of all verified system users within a database. The full length survey will be sent to all the users in that list. Responses are optional and the response rate is expected to be about 10% of users. The respondents to the pulse surveys will not be sourced from the lists of users. Instead, the responses will come organically from users who are currently utilizing the system and decide to participate.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
☒ Web-based or other forms of Social Media (Qualtrics)
☐ Telephone
☐ In-person
☐ Mail
☐ Other, Explain
2. Will interviewers or facilitators be used? ☐ Yes ☒ No