

**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: Marine Corps Exchange (MCX) Main Store Feedback Survey

PURPOSE: Marine Corps Business and Support Services Division (MR) is seeking a better understanding of MCX Main Store activities, brand offerings, customer preference, and trends. The proposed assessment is intended to collect quantitative data from authorized patrons to understand their awareness, utilization, and perception of current offerings, and identify potential ways to improve MCX Main Store offerings and experience. Customer feedback participation is optional.

DESCRIPTION OF RESPONDENTS: Potential respondents are eligible patrons to include active-duty Marines, spouses, retirees, veterans, DoD civilians, and other authorized patrons.

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> 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: Jennifer Kaszuba, MR Operations Performance Manager, at kaszubaj@usmc-mccs.org, (703) 432-2005.

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? ☒ Yes ☐ No

**PII is not collected within the customer feedback questions; however, individuals are provided the opportunity to request an MCCS employee to contact them regarding their customer experience. They may provide their name, email address and phone number to facilitate this contact. The regional MCCS liaison will then review and coordinate with the appropriate POC. Personal identifiers will not be maintained with the individual's feedback responses.

Additionally, respondents who have completed the survey are provided the opportunity to enter into a monthly drawing for a \$250.00 MCX gift card. Winners are chosen by a tool that randomly selects one entrant who completed a survey during that month. The gift card is a retail industry best practice that incentivizes survey participation. Establishing a fixed gift card amount provides a cost-effective means for budget management. The gift card drawing has been reviewed and approved by the MCCS Senior Counsel.

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

DoD Patron Authorization, Retail, and Service Activities, DoD-0018 (88 FR 19103)
Navy and Marine Corps Exchange Sales Control and Security Files, NM04060-1 (73 FR 23450)

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? ☒ Yes ☐ No

Respondents upon completing the customer feedback questionnaire are entered into a monthly drawing for an MCX gift card. To enter the drawing, customers must provide their name and email address. Please note that entry is entirely voluntary – customers do not need to enter the drawing to complete the survey.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals or Households	7000	5 minutes	583.3 hours
Totals	7000	5 minutes	583.3 hours

PUBLIC COST: The estimated annual cost to the public is \$12,985. Burden was calculated off the current BLS national average hourly pay rate (\$22.26).

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 similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe? ☐ Yes ☒ No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

The QR codes for customer feedback are intended to be placed at displays in the stores, at the point-of-sale terminals, and on customer receipts.

Administration of the Instrument

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