

**Request for Approval under the “Generic Clearance for the Customer Satisfaction Research (Survey)” (OMB Control Number: 1545-1432)**

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**TITLE OF INFORMATION COLLECTION:**

CERCA Text Messaging Pilot Feedback Survey

**PURPOSE:**

The Taxpayer Services Business System Modernization (TS BSM) office is responsible for the development and delivery of modernization efforts in Taxpayer Service (TS). To fulfill their responsibilities TS BSM continually explores new applications of technological innovations assist to taxpayers, tax preparers, and IRS employees. One of their projects is to enhance communications with tax preparers by offering QuickAlerts through text messaging in addition to the already established email. A pilot is underway with members of Council for Electronic Communication Advancement (CERCA) to test this method of delivering QuickAlerts.

To understand user’s thoughts and opinions on these text messages and their effectiveness, TS BSM has partnered with Taxpayer Services Strategies & Solutions (TSSS) to conduct an online survey with those who participated in the QuickAlerts text messaging pilot.

**DESCRIPTION OF RESPONDENTS:**

Respondents for this project will be members of CERCA who participated in the QuickAlerts text messaging pilot test.

**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: Katharine Wilson

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

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected? [ **X** ] Yes [ ] No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? [ **X** ] Yes [ ] No
3. If Applicable, has a System or Records Notice been published? [ **X** ] Yes [ ] No

**Gifts or Payments:**

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

**BURDEN HOURS**

The total burden hours for the survey is = **15 burden hours**

| <b>Respondent Category</b>        | <b>Number of Respondents</b> | <b>Participation Time</b> | <b>Burden Hours</b> |
|-----------------------------------|------------------------------|---------------------------|---------------------|
| Soliciting potential participants | 200                          | 1 minute                  | 3.33 h              |
| Reading participant reminders     | 200                          | 1 minute                  | 3.33 h              |
| Survey participation              | 100                          | 5 minutes                 | 8.33 h              |
| <b>Total Burden</b>               |                              |                           | <b>15 h</b>         |

**FEDERAL COST:**

The total estimated cost is \$1,621.

**STATISTICAL METHOD:**

**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?  
[ **X** ] 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?

Participants will be recruited from a list of email addresses provided by TS BSM. These will be the emails of those who participated in the Quick Alerts text messaging pilot.

**Administration of the Instrument**

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

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

2. Will interviewers or facilitators be used? ☐ Yes ☒ No

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

**NOTE: Included in a separate attachment.**