

**DEPARTMENT OF THE TREASURY**

**ALCOHOL AND TOBACCO TAX AND TRADE BUREAU**

**Part B Supporting Statement -- Information Collection Request**

**OMB Control Number 1513-0124**

**Customer Satisfaction Surveys for Permits Online (PONL), Formulas Online (FONL), and COLAs Online**

**B. Statistical Methods**

The Alcohol and Tobacco Tax and Trade Bureau (TTB) currently operates three electronic application systems via its website: (1) Permits Online (PONL), which is used by alcohol and tobacco industry members to apply for new and amended permits; (2) Formulas Online (FONL), which is used by alcohol producers to submit formula approval applications for certain alcohol products; and (3) COLAs Online, which is used by alcohol beverage bottlers and importers to submit applications for certificates of label approval (COLAs), certificates of label approval exemption, and distinctive liquor bottle approvals. Those systems are approved under several separate OMB control numbers.

Under this control number, OMB No. 1513-0124, TTB conducts customer satisfaction surveys for PONL, FONL, and COLAs Online to measure the effectiveness and quality of those electronic systems. TTB collects that customer feedback data for internal management and system improvement purposes, and it does not publish or otherwise publically release the collected customer satisfaction information.

**1. Universe and Respondent Selection.**

The universe of respondents to the customer satisfaction surveys issued under this information collection approval are those alcohol and tobacco industry members who file applications with TTB via its web-based PONL, FONL, and COLAs Online systems. All such respondents provide TTB an email address as part of their submission.

As for respondent selection, TTB sends an email to all alcohol and tobacco industry members who recently used the PONL system inviting them to participate in a customer satisfaction survey regarding their experience using PONL. In addition, given the much larger number of users of FONL and COLAs Online, TTB sends similar invitations to a random sample of alcohol industry members who recently used those systems.

TTB does not subject the responses to the surveys conducted under this collection to the same level of scrutiny as scientifically drawn samples where estimates are published or otherwise released to the public. TTB managers use the results of those surveys to improve the PONL, FONL, and COLAs Online systems and customer interaction with those systems. The accuracy, reliability, and applicability of the results of those surveys are adequate for their purpose.

## **2. Procedures for Collecting Information.**

Using respondent-provided email addresses, TTB sends on a monthly basis an invitation to voluntarily participate in a customer satisfaction survey to all alcohol and tobacco industry members who recently used PONL system. In addition, TTB sends such invitations on a quarterly basis to a random sample of those alcohol industry members who recently used the FONL or COLAs Online systems.

The emailed invitations include a link to the PONL, FONL, or COLAs Online customer satisfaction survey, as appropriate, which are posted on "Survey Monkey," a third-party survey website. Each survey consists of nine questions that ask the respondent to rate their experience with a particular aspect or element of the TTB online system that they used on a five-level scale, from "very dissatisfied" to "very satisfied." After a respondent completes their survey, Survey Monkey anonymizes the results, which it then periodically reports to TTB. Those results are not publically viewable on the Survey Monkey or TTB websites.

## **3. Methods to Maximize Response.**

To maximize response to the PONL customer satisfaction survey issued under this collection approval, TTB sends email invitations to participate such a survey to all alcohol and tobacco industry members who use the PONL system. Because TTB receives many more alcohol formula and alcohol beverage label-related approval applications via FONL and COLAs Online than permit applications via PONL, TTB sends email invitations to participate a FONL or COLAs Online customer satisfaction survey to a random sample of recent FONL and COLAs Online users. In addition, the email invitation notes that respondents to the surveys will be anonymous, which TTB believes encourages respondent participation.

## **4. Testing of Procedures.**

TTB may conduct pretesting of customer satisfaction surveys and information collection methods using internal staff, a limited number of external colleagues, and/or customers who are familiar with TTB programs and services. If the number of pretest respondents exceeds nine members of the public, TTB will submit the pretest instruments for review under this information collection clearance.

## **5. Contacts for Statistical Aspects and Data Collection.**

TTB will obtain information from statisticians in the development, design, conduct, and analysis of customer feedback information collections and instruments when appropriate. This statistical expertise will be available from TTB statisticians or from contractors, and TTB will include the names and contact information of any such persons consulted in the specific information collection requests submitted under this generic clearance.