United States Food and Drug Administration
Generic Clearance: Customer Satisfaction Surveys
OMB Control Number 0910-0360
Gen IC Request for Approval

Title of Gen IC: FDA.gov Site-Wide Customer Satisfaction Survey

1. Statement of Need

   FDA.gov, our agency's most prominent digital platform, serves multiple audiences, including consumers, scientists and researchers, healthcare experts, and industry professionals who rely on our site for critical information and updates.

   The website receives approximately 21.8 million views every month. Our agency's top priority is ensuring the site delivers easily accessible, trustworthy content and a positive user experience to our stakeholders. Ensuring the FDA's public-facing site is customer-centric and providing the information to stakeholders is a top priority.

   The OMB memorandum, Delivering a Digital-First Public Experience, states that: "Agencies should enhance the functionality of their websites and digital services through data-driven decision-making. This should include, but is not limited to… assessing user satisfaction through feedback surveys…" Thus, the FDA will utilize a customer satisfaction survey to provide user feedback, data collection, and analysis capabilities to help identify areas for improvement in the agency's public-facing website, FDA.gov. The strategy aims to improve further the collection and analysis of our user satisfaction feedback data to identify and implement improvements needed to elevate the FDA digital user experience.

2. Intended Use of the Information

   The primary use for the customer experiences data collected is to gain insight into FDA.gov user journeys and pain points in real-time. This data will allow the centers/program offices to identify areas for improvement on the website, ultimately leading to a more positive and satisfying user experience, increased customer satisfaction. Centers/program offices can make data-driven changes to enhance navigation, functionality, readability, accessibility, and overall usability.

3. Description of Respondents

   Any public user who accesses the fda.gov website.

4. How the Information is Collected

   The customer satisfaction survey will be implemented using the Touchpoints tool, prompting users to provide their feedback to the optional survey regarding their customer experience on FDA.gov. Survey data will be collected via Touchpoints secure exported excel spread sheets and evaluated by FDA staff.

   Leveraging the customer experience survey and TouchPoints tool will improve customer experience (CX) and digital communications across the FDA.gov website content and support the

FDA's public health mission. The digital survey will be implemented on the FDA.gov site via code for an online form." We anticipate a launch late summer/early fall of 2025.

5. Confidentiality of Respondents

   Participation and nonparticipation of the survey is completely voluntary, there is no PII is collected in the survey.

6. Amount and Justification for Proposed Incentive

   N/A

7. Questions of a Sensitive Nature

   N/A

8. Description of Statistical Methods

   The survey will be available to the public via a tab for customers to view and provide feedback to the survey. This collection method will be present for all FDA.gov visitors.

9. Burden

Type of information collection/Category of Respondent	No. of Respondents	Participation Time (minutes)	Total Burden (hours)
Website Satisfaction Survey			
Always On (slider - feedback tab)	40,000	5 (0.08)	3,200
Total	40,000		3,200

10. Date(s) to be Conducted:

    Proposed Survey Launch Date: immediately following OMB approval.

    Anticipated Period of Performance for TouchPoints CX Platform to Conduct Survey
    Base year: August 1, 2025 – July 31, 2026

    For the option periods that carry us beyond the expiration date of OMB approval for the umbrella generic (October 31, 2026) FDA will resubmit this survey for review and approval after the extension request for 0910-0360 has been approved by OMB.

11. Requested Approval Date

    August 2025

12. FDA Contacts

Program Office Contact(s)	FDA PRA Contact
Melody Ford-Dixon, OC Nadia Douaji, OC Nina Amato, OC Michael Jovel, OC	Amber Sanford Paperwork Reduction Act Staff Office of Enterprise Management Services Office of Operations

Attachments
1 – Survey