# Request for Approval under the "Fast Track Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 0704-0553)

**TITLE OF INFORMATION COLLECTION:** DMDC Customer Satisfaction Surveys

**PURPOSE:**

The purpose of the DMDC Support Office (DSO) Customer Satisfaction and DMDC Support Center (DSC) Customer Satisfaction Surveys is to continue the work conducted in previous years to assess the satisfaction of DSO customers and DSC customers on a monthly basis. This project will gauge the perceptions of DSO and DSC service recipients about their most recent call center or technical service inquiries. Results of the data collection will be used as developmental feedback instrument to identify and correct areas needing improvement. The collection of the data was not mandated by DoD, however it is now part of the standard operating procedures as proposed in the contract technical solution.

These surveys are essential for providing an ongoing evaluation of DMDC contact center customer experience and monitor customer satisfaction of DSO and DSC helpdesk end-users. FMG is a third party conducting both survey efforts on behalf of DMDC's call center contractor, InspiriTec, who provides the DSO and DSC call center and helpdesk services. FMG will complete the administration and analysis of the DSO and DSC Customer Satisfaction Surveys.

**DESCRIPTION OF RESPONDENTS**:

DSO and DSC customers include military family members, retirees, and DoD contractors who support ID card facilities, and security systems. DSO receives approximately 60,000 calls per month and DSC receives approximately 16,000 calls/emails per month. DSO and DSC maintain detailed records on all of their customer transactions.
DoD contractors call both the DSO and DSC phone lines for assistance but they are anticipated to be small portion of the total sample.

**TYPE OF COLLECTION:** (Check one)

[ ] Customer Comment Card/Complaint Form        [X] 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 <u>not</u> raise issues of concern to other federal agencies.
4. The results are <u>not</u> intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of <u>substantially</u> informing <u>influential</u> 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:__Tina Kurian_____

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

**Personally Identifiable Information:**
1. Is personally identifiable information (PII) collected?  [  ] Yes  [ X ]  No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974?   [  ] Yes [ X ] No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published?  [  ] Yes  [ X ] 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**

| Category of Respondent | No. of Respondents | Participation Time | Burden |
|---|---|---|---|
| DSO Public Customers (DMDC DSO Customer Satisfaction Survey) | 342 | 10 minutes | 57 hrs |
| DSC Public Customers (DMDC DSC Customer Satisfaction Survey) | 7 | 10 minutes | 1.17 hrs |
| **Totals (Annual)** | **349** | **20** | **58.17 hrs** |

**PUBLIC COST:**  The estimated annual cost to the public is 27,458.04 for DSO and $300 for DSC for a total of $27,758.04. The cost per response on DSO is $80.29 and $44.36 on DSC.

**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?

InspiriTec will provide FMG daily call logs of customers who have called the DSO phone line the previous day. InspiriTec will provide FMG daily call logs of customers who have called the DSO phone line the previous day. These logs are created and maintained by InspiriTec as part of

their work administering the DSO help desk. From the list of DSO callers, a simple random selection of completed calls will be drawn daily of all callers. New telephone numbers will be scrubbed against previous day's lists to reduce the event of repeat calls. The average response rate in 2014 was 60% over 12 months. This required a randomly drawn sample of at least 500 callers per month, in order to attain 300 completes. Phone survey response rates have declined over time. For the current survey effort, we assume a 40% response rate for this phone survey. This translates to a minimum sample of 750 callers a month or 9,000 annual calls.

For both DSO and DSC, we anticipate approximately 9.5% DSO callers and 0.19% of DSC callers to be members of the public (e.g. non-DoD federal agency or unknown callers).

| Public Callers | Percent of public DSO Callers per month | Percent of public DSC Callers per month |
|---|---|---|
| Non-DoD Federal Agencies | 0.30% | 0.19% |
| Unknown Callers | 9.20% | - |
| **Total % Public Callers** | **9.5%** | **0.19%** |

InspiriTec will provide FMG with the DSC sample file on a biweekly basis. These logs are similarly created and maintained by InspiriTec as part of their work administering the DSC help desk. A simple random selection of completed transactions will be drawn for the DSC survey as well. Assuming a 10% response rate for this web survey, the survey operations contractor will require a monthly sample of 3,000 DSC customers. InspiriTec will provide a bi-weekly file of 5,000 DSC customers who interacted with the DSC helpdesk the previous week. New email addresses will be compared against previous sample list to ensure repeat callers are not surveyed multiple times in the same month. Upon receipt of this file, FMG will draw a simple random sample of 1,500 DSC customers to administer the web survey. This will result in 2 survey administrations a month to a total of 3,000 DSC customers, which should be sufficient to obtain the required 300 completes a month. From the list of DSO callers, a simple random selection of completed calls will be drawn daily of all callers. New telephone numbers will be scrubbed against previous day's lists to reduce the event of repeat calls. The average response rate in 2014 was 60% over 12 months. This required a randomly drawn sample of at least 500 callers per month, in order to attain 300 completes. Phone survey response rates have declined over time. For the current survey effort, we assume a 40% response rate for this phone survey. This translates to a minimum sample of 750 callers a month or 9,000 annual calls.

As with DSO, InspiriTec will provide FMG with the DSC sample file on a biweekly basis which will contain name and contact information. Name and email address are collected by InspiriTec as part of their DMDC call center services and will only be used by FMG for email communications. The survey instrument does not collect any PII. Respondents will enter the survey using an anonymous ticket number or pin number, allowing researchers to work with respondent data stripped of PII needed to field the survey. A simple random selection of completed transactions will be drawn for the DSC survey as well. Assuming a 10% response rate for this web survey, the survey operations contractor will require a monthly sample of 3,000 DSC customers. InspiriTec will provide a bi-weekly file of 5,000 DSC customers who interacted

with the DSC helpdesk the previous week. New email addresses will be compared against previous sample list to ensure repeat callers are not surveyed multiple times in the same month. Upon receipt of this file, FMG will draw a simple random sample of 1,500 DSC customers to administer the web survey. This will result in 2 survey administrations a month to a total of 3,000 DSC customers, which should be sufficient to obtain the required 300 completes a month.

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