

## **DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SATISFACTION SURVEY**

**TITLE OF INFORMATION COLLECTION:** President's SAVE Award Project/Citizens Studies and/or Surveys

**SSA SUB-NUMBER:**

**DESCRIPTION OF ACTIVITY:**

### **Background:**

In a radio address on April 25, 2009, the President called for "a process through which every government worker can submit their ideas for how their agency can save money and perform better." The President's SAVE Award fulfilled this commitment by enabling any Federal employee from across government to submit their ideas for efficiencies and savings as part of the annual Budget process. Christie Dickson, an SSA employee from Alabama, was one of the finalists for the President's SAVE Award. Ms. Dixon's suggestion was to increase efficiency by adding an appointment-scheduling tool to the agency website so that members of the public can schedule appointments online.

In December 2009, the White House Chief Information Officer, Vivek Kundra, charged SSA with implementing a more comprehensive version of Ms. Dickson's suggestion focusing on online service delivery to be completed by December 31, 2010. Additionally, OMB issued a memorandum on December 21, 2009, requiring all agencies to submit a written plan for implementing initiatives that expand citizens' access to services through the Internet.

The SAVE Award Project which includes several initiatives is SSA's response to the Administration's mandate. Initially SSA is developing the iAppointment, Ms. Dickson's suggestion, which involves providing online appointment scheduling and increase public usage of the SSA website. A review of the implementation of this new program led SSA to improving all online services to the public. To address this question, two additional initiatives are included in this project: (1) The Service Channeling Guide – making online services easier to find, and (2) Taking a more fundamental look at how the agency provides services online, focusing on optimizing the online SSA experience.

In order to improve the public online experience, we would like to conduct a series of conversations with the target audience – citizens and end users. We are clearing these conversations in this generic clearance customer satisfaction survey submission. To meet the timeframe required by the White House and to fulfill the spirit of President Obama's Open Government initiative, we will need to begin conducting these surveys as soon as possible.

### **Description:**

To best understand how to effectively offer a range of online services and ultimately increase SSA web service usage, SSA needs to understand the context in which the public uses our online services and their expectations of how we provide these services. To develop this understanding, SSA plans to conduct a series of interviews with the public during which SSA will gain insight into the public's needs

and expectations. SSA will use knowledge gained in these interviews to conduct research to analyze how we provide service online, and how people approach our online services, to help us ensure that our online services meet the public's needs as effectively as our in-office and telephone services. The first phase of this research will focus on retirement and will then expand to other online services available on the SSA website.

SSA will use outside contractors to help conduct the interviews.

Attached please find sample citizen interview guide focusing on retirement to be used during interviews.

SSA anticipates that we will conduct up to 100 interviews, over a period of 6 months to 1 year, commencing as soon as SSA receives clearance from OMB. We anticipate each interview will last about 90 minutes and will involve 3-5 participants per group. We will include a diverse group of respondents from various parts of the country.

**IF PARTICIPANTS WILL RECEIVE A PAYMENT, INDICATE AMOUNT:**

SSA will not compensate respondents.

**USE OF SURVEY RESULTS:**

SSA will use the results to design improvements to SSA's customer service proves with a focus on online services.

**BURDEN HOUR COMPUTATION:**

Number of Responses: 100

Estimated Response Time: 90 minutes

Annual Burden Hours: 150 hours

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