

DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SERVICE SATISFACTION COLLECTIONS

TITLE OF INFORMATION COLLECTION:

Optional Point-of-Service Online Customer Satisfaction Survey for Accenture Use with School Services' and Applicant Services' Customers

SURVEY FOCUS GROUP SOFTWARE USABILITY TESTING

DESCRIPTION OF THIS SPECIFIC COLLECTION

The Department of Education (the Department) requests clearance for an optional point-of-service online customer satisfaction survey that its contract partner, Accenture, will use as it manages the origination of federal education loans and grants on behalf of the Department. As part of its duties, Accenture is responsible for providing customer service to two customer groups—applicants (covering students, parents, and endorsers of Direct PLUS Loans) and schools (covering school financial aid personnel and third party servicers that process for schools). Through the optional online survey, both customer groups will be offered the opportunity to provide feedback on the service provided by Accenture.

The Customer Relationship Management (CRM) desktop tool that will be used by Accenture's Customer Service Representatives (CSRs) has a special component that provides for survey dissemination and analysis. Through the CRM tool, the appropriate survey invitation will be e-mailed to an applicant or school customer after service has been provided by a CSR and in accordance with the established survey dissemination parameters. Upon completion of the optional online survey, Accenture will identify areas for development and improvement, share the survey results with CSRs, and make adjustments, as appropriate, to the service provided to customers.

One Survey for All Customers – One five-question online survey will meet the needs of both customer groups—applicants and schools. However, each group will have its own customized survey invitation and its own timeframe for triggering survey invitations.

Survey Components – The five-question online survey is intended to take only 3 minutes to complete. Four questions require simple radio button completion. Two questions allow for optional “free text” completion through which the customer can offer additional insight and perspective into his or her experience. There is a 4,000-character limit within each “free text” field that is counted down for the customer at the bottom of the field. Upon submission of a survey, the customer will receive a brief statement of acknowledgement and appreciation.

Timeframes for Triggering Survey Invitations – The timeframes for triggering survey invitations are unique to each customer group and intended to reduce “survey exhaustion” and thereby improve the quality of customer feedback. For applicant customers, Accenture will trigger the survey invitation no more than once every 30 days. For school customers, Accenture will trigger the survey invitation no more than once every 90 days.

Applicant Customers – The trigger for e-mailing a survey invitation to a customer in the applicants group is closure of a case within the CRM tool and availability of a valid

e-mail address for the customer. Upon each case closure, CRM tool logic will determine if a survey invitation has been e-mailed to the applicant customer within the past 30 calendar days.

- If a survey invitation has been e-mailed to the applicant customer within the past 30 calendar days, no survey invitation will be sent to the customer.
- If a survey invitation has not been e-mailed to the applicant customer within the past 30 calendar days, a survey invitation will be sent to the customer.

School Customers – The trigger for e-mailing a survey invitation to a customer in the schools group is closure of a case within the CRM tool and availability of a valid e-mail address for the customer. Upon each case closure, the CRM tool logic will determine if a survey invitation has been e-mailed to the school customer within the past 90 calendar days.

- If a survey invitation has been e-mailed to the school customer within the past 90 calendar days, no survey invitation will be sent to the customer.
- If a survey invitation has not been e-mailed to the school customer within the past 90 calendar days, a survey invitation will be sent to the customer.

AMOUNT OF ANY PROPOSED STIPEND OR INCENTIVE

None

BURDEN HOUR COMPUTATION

Category of Respondent	No. of Respondents	Participation Time	Burden
Applicant Customers	21,156 (1,763 x 12) <ul style="list-style-type: none"> • Monthly Contact Average = 1,763 • Assumes 47,000 calls and e-mails • Assumes 75% of monthly contacts eligible for survey invitation within 30-day period • Assumes 5% survey response rate 	3 minutes	63,468 minutes
School Customers	12,000 (1,000 x 12) <ul style="list-style-type: none"> • Monthly Contact Average = 1,000 • Assumes 20,000 calls and e-mails • Assumes 50% of monthly contacts eligible for survey invitation within 90-day period • Assumes 10% survey response rate 	3 minutes	36,000 minutes
TOTAL			1,658 hours

BURDEN COST

There are no additional costs to Federal Student Aid associated with Accenture's administration of the optional point-of-service online customer satisfaction survey.

STATISTICAL INFORMATION

The purpose of the optional point-of-service online customer satisfaction survey is for performance management and general customer experience trending purposes. No statistical analysis will be performed.

NAME OF CONTACT PERSON: Jana Hernandez

TELEPHONE NUMBER: 202/377-3679

MAILING LOCATION: UCP – 42G3

ED DEPARTMENT, OFFICE, DIVISION, BRANCH: FSA/Business Operations/Operations Service