

SUPPORTING STATEMENT
Information Collection (ICR) Approval Request to Conduct Customer Satisfaction
Research (OMB #1545-1432)
Title: 2018 Virtual Service Delivery (VSD) Partner Site Customer Satisfaction
Survey

A. JUSTIFICATION

1. Circumstances Making the Collection of Information Necessary

The Internal Revenue Service (IRS) enlists a balanced measurement system consisting of business results, customer satisfaction, and employee satisfaction. This initiative is part of the Service-wide effort to maintain a system of balanced organizational performance measures mandated by the IRS Restructuring and Reform Act (RRA) of 1998. This is also a result of Executive Order 12862 that requires all government agencies to survey their customers.

For the Wage and Investment Division, a new service delivery option is the Appointment line, which was set up for taxpayers interested in scheduling Field Assistance (FA) face to face service. The IRS piloted Appointment Based Service for walk-in offices during the 2015 filing season. Based on the results of the pilot, all IRS walk-in offices transitioned to offer Appointment Based Service at the end of calendar year 2016. Additionally, to reach more taxpayers, FA has leveraged partners to operate Virtual Service Delivery (VSD) sites. These VSD partner sites provide taxpayers with face to screen service in a skype like environment. Currently, FA has 31 VSD partner sites offering service via appointments, and the function expects to expand that reach by another 12 sites in 2018. To ensure this service strategy meets the needs of customers trying to resolve complex tax issues, W&I Strategies and Solutions (WISS) conducted a survey during the 2017 filing season with taxpayers who scheduled an appointment at a VSD partner site. At the request of Field Assistance, WISS plans to conduct the survey again during the 2018 filing season. There will be additional VSD partner sites operating during 2018 which provides an opportunity to obtain more data from VSD partner site customers and provide trend data.

2. Purpose and Use of the Information Collection

The VSD point of service survey will measure taxpayers' satisfaction with the VSD service offered as well as resolution, willingness to use this service channel in the future, and the VSD appointment experience. This information will be used to ensure that VSD is meeting the needs of taxpayers who are using the service. Information collected from the point of service customer satisfaction survey will be used to provide meaningful feedback to FA managers and staff. This survey will also assist in assessing overall customer satisfaction and overall quality for balanced measures.

3. Consideration Given to Information Technology

The VSD point of service survey is a paper survey and will be offered to taxpayers at the conclusion of their VSD appointment.

4. Efforts Not to Duplicate Research

This survey will provide valuable information that is not available in any internal IRS data source. This is the only survey currently proposed for taxpayers who make an appointment at a VSD partner location.

5. Reducing the Burden on Small Entities

No small entities are involved in this study.

6. Consequences of Not Conducting Collection

FA would be unable to meet corporate goals and would fall short of meeting the IRS Mission of a Balanced Measurement System. Failure to approve this program of research would adversely affect the ability to compare results and determine where customer satisfaction improvements are needed.

7. Special Circumstances

There are no special circumstances. The information collected will be voluntary and will not be used for statistical purposes.

8. Consultations with Persons outside SOI

No consultation with persons outside of SOI.

9. Payment of Gift

There will be no payments for participants of the point of service VSD survey that takes less than 5 minutes.

10. Confidentiality

All participants will be subject to the provisions of the Taxpayer Bill of Rights II during this study and the vendor will ensure that all participants are treated fairly and appropriately.

The security of the data used in this project and the privacy to the extent allowed by law of taxpayers will be carefully safeguarded at all times. Security requirements are based on the Computer Security Act of 1987 and Office of Management and Budget Circular A-130, Appendices A & B. Physical security measures include a locked, secure office. Notes are stored in locked cabinets or shredded. Data security at the C-2 level is accomplished via the Windows NT operating system. Systems are password protected, users profiled for authorized use, and individual audit trails generated and reviewed periodically.

The IRS will apply and meet fair information and record-keeping practices to ensure privacy protection of all taxpayers to the extent allowed by law. This includes criteria for disclosure—laid out in the Privacy Act of 1974, the Freedom of Information Act, and Section 6103 of the Internal Revenue Code—all of which provide for the protection of taxpayer information as well as its release to authorized recipients.

Participants will not be identified in any of the documents or files used for this project. We will limit and control the amount of information we collect to those items that are necessary to accomplish the research questions. We will carefully safeguard the security of data utilized as well as the privacy to the extent allowed by law of the survey respondents. We will apply the fair information and record-keeping practices to ensure protection of all survey respondents. The criterion for disclosure laid out in the Privacy Act, the Freedom of Information Act, and section 6103 of the Internal Revenue Code provides for the protection of information as well as its releases to authorized recipients.

11. Sensitive Nature

No questions will be asked that are of a personal or sensitive nature.

12. Burden of Information Collection

Based on a sample of 750 potential respondents and a response rate of 25%, we expect 188 survey participants, leaving 562 non-participants. The contact time to solicit participants could take up to 20 seconds for the remote VSD assistor to read the brief recruitment script to the taxpayer. The resulting burden is: $750 \times 20 \text{ seconds} / 3,600 \text{ seconds in an hour} = 4.2 \text{ burden hours}$. The estimated time to complete the survey is 5 minutes, with participation time being $188 \times 5 \text{ minutes} / 60 \text{ minutes} = 15.7 \text{ burden hours}$. The total burden hours for the survey is $(4.2 + 15.7) = 19.9 \text{ burden hours}$.

2018 VSD Survey: Burden Estimate			
Category of Respondent	Number of Respondents/ Contacts	Participation Time	Burden
Potential Respondents (invited)	750	20 seconds	4.2 hours
Survey Respondents	188	5 minutes	15.7 hours
Total Burden			19.9 hours

13. Costs to Respondents

There is no cost to respondents resulting from the collection of information.

14. Costs to Federal Government

\$1500 for printing and shipping

15. Reason for Change

No change is requested.

16. Tabulation of Results, Schedule, and Analysis Plans

Research will use the results of the point of service survey to present customer satisfaction, issue resolution, key themes, areas of taxpayer interest, suggestions for improvement, and proposed changes to VSD service delivery at the completion of data collection.

17. Display of OMB Approval Date

IRS is seeking approval to not display the expiration date for OMB approval, as this is a one-time, limited-duration collection.

18. Exceptions to Certification for Paperwork Reduction Act Submissions

These activities comply with the requirements in 5 CFR 1320.9.

19. Dates collection will begin and end

January 8, 2018 (pending OMB approval) through April 30, 2018

B. STATISTICAL METHODS

The primary purpose of these collections will be for internal management purposes; there are no plans to publish or otherwise release this information.

1. Universe and Respondent Selection

The sampling frame consists of taxpayers who make an appointment at a VSD partner location. The survey will be offered each day the VSD sites are open.

2. Procedures for Collecting Information

Each day the VSD partner sites are operating, customers who schedule an appointment at a VSD site will be invited to complete the paper point of service survey after their VSD interaction. The on screen IRS representative will invite taxpayers using the following script. *Script:* You have been selected for an anonymous IRS improvement survey. It will take under five minutes to complete. Would you like to participate in this voluntary survey? [If YES:] Thank you. Please pick up a survey which is located near the monitor. When you are finished, please place it in the drop box next to the monitor. [If NO:] Okay, thank you.

3. Methods to Maximize Response

The VSD point of service survey will be offered as a paper survey to taxpayers who visit a partner location for VSD service. This survey will inform taxpayers that their participation will help the IRM improve its services.

4. Testing of Procedures

The surveys are designed based on established and tested customer satisfaction survey instruments.

5. Contacts for Statistical Aspects and Data Collection

For questions regarding the study or questionnaire design or statistical methodology, contact:

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