

**Request for Approval under the “Generic Clearance for the Collection of
Routine Customer Feedback” (OMB Control Number: 3245-0398)**

TITLE OF INFORMATION COLLECTION: Small Business Administration – Field
Operations Customer Experience Online Survey

PURPOSE:

The U.S. Small Business Administration (SBA) provides assistance to small businesses and aspiring entrepreneurs through its network of District Offices located throughout the United States. The services provided vary, but include training, counseling, government contracting assistance, and assistance accessing business capital. The purpose of this online customer experience survey is to measure the current state of customer satisfaction, identify areas for improvement, and to track changes over time.

DESCRIPTION OF RESPONDENTS:

Respondents will include small businesses that have received assistance from an SBA District Office.

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| ☐ Customer Comment Card/Complaint Form | ☒ 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 not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential 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: Robert Steiner

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

Personally Identifiable Information:

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

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? ☐ Yes ☒ No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Small Business or Aspiring Entrepreneur Clients	150,000	5 minutes each	12,500 hours
Totals	150000	5	12500

FEDERAL COST: The estimated annual cost to the Federal government is \$7,262, which includes the subscription to the online survey tool and 40 hours of 2 GS-13 analyst.

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?
☐ 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?

Response:

Access to the web-based survey will be provided in various forms to all SBA District Office customers. Forms of access may be a link in the body of an email, QR codes in training slides, or links on District Office webpages. As the SBA does not keep a definitive customer list and provides assistance to new customers on a daily basis, the SBA District Office staff will proactively send out the survey link to customers after assistance is provided, trainings are held, or other interactions are completed (such as 8(a) Annual Reviews). Responses will be anonymous.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
☒ Web-based or other forms of Social Media
☐ Telephone
☐ In-person
☐ Mail
☐ Other, Explain

2. Will interviewers or facilitators be used? ☐ Yes ☒ No

Please make sure that all instruments, instructions, and scripts are submitted with the request.

Attachments:

- Customer Satisfaction Survey