

Request for Approval under the “Fast Track Generic Clearance for the Collection of Qualitative Feedback on Agency Service Delivery” (OMB Control Number: 0704-0553)

TITLE OF INFORMATION COLLECTION: Customer Feedback on the Marine Corps Exchange (MCX) DoD Issued ID Card Scan Pilot

PURPOSE: Marine Corps Business and Support Services Division (MR) is seeking a better understanding of how Marine Corps Exchange (MCX) eligible patrons perceive the scanning of their DoD issued ID card at the point-of-sale terminals to complete their purchase transactions during the ID Card Scan Pilot Program.

DESCRIPTION OF RESPONDENTS: Potential respondents are eligible patrons who purchased goods and services at the MCX pilot locations (Marine Corps Recruit Depot San Diego, CA (MCRDSD) and Marine Corps Base Hawaii (MCBH)). Authorized eligible Exchange patrons are defined in DoDI 1330.21, “Armed Service Exchange Regulations.” The estimated number of respondents is based on the anticipated responses MCX will receive from the total number of sales transactions at those pilot locations during a two-week timeframe. MCX does not currently have an ability to determine if unique individuals are completing the purchase or if they are recurring customers. MCX has historically received customer feedback from about 1 percent of potential survey respondents. Of those potential respondents, MCX estimates there will be 129 potential public respondents from the MCX at MCRDSD and 171 potential public respondents from the MCX at MCBH.

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> 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: Micah Catlett, MR Strategic Marketing Analyst

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
Individuals or Households	300	2 minutes	10 hours
Totals			

PUBLIC COST: The estimated annual cost to the public is: \$147.00.
 The hourly wage of \$14.68 was based on U.S. Bureau of Labor Statistics wage statistics for Cashiers (<https://www.bls.gov/cps/cpsaat39.htm>.)

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?

Sample populations will include eligible MCX patrons at the pilot locations (MCRDSD and MCBH) who purchased goods/services during 2 weeks of the scan pilot.

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

A QR code printed with MCX sales receipts at participating pilot locations (MCRDSD and MCBH). Individuals who choose to participate in the MCX feedback request would scan the QR code to access a web-based platform, at <https://preview-survey.foresee.com/f/rXmJtTd74U>, with the list of customer feedback questions.

2. Will interviewers or facilitators be used? [] Yes [X] No