



## OFFICE OF PERSONNEL MANAGEMENT

### **Submission for Review: Renewal of an existing information collection, (Generic Clearance for Improving Customer Experience), OMB Control No. 3206-0276.**

**AGENCY:** U.S. Office of Personnel Management.

**ACTION:** 60-Day Notice and request for comments.

**SUMMARY:** The Office of Personnel Management (OPM) offers the general public and other Federal agencies the opportunity to comment on a previously approved information collection request (ICR) 3206-0276, (Generic Clearance for Improving Customer Experience).

**DATES:** Comments are encouraged and will be accepted until [INSERT DATE 60 DAYS AFTER DATE OF PUBLICATION IN THE FEDERAL REGISTER]. This process is conducted in accordance with 5 CFR 1320.1.

**ADDRESSES:** Interested persons are invited to submit written comments on the proposed information collection by one of the following means:

Federal Rulemaking Portal: <https://www.regulations.gov> All submissions received must include the agency name and docket number for this Federal Register document. The general policy for comments and other submissions from members of the public is to make these submissions available for public viewing on the internet at <https://www.regulations.gov> as they are received without change, including any personal identifiers or contact information.

- Email [michelle.earley@opm.gov](mailto:michelle.earley@opm.gov). Please put “OPM Customer Experience” in the subject line of the email.

**FOR FURTHER INFORMATION CONTACT:** A copy of this information collection request, with applicable supporting documentation, may be obtained by contacting the Human Resources Solution, Office of Personnel Management, 1900 E. Street, NW,

Washington, DC 20415, Attention: Michelle Earley, 202-936-2034, or via electronic mail to michelle.earley@opm.gov .

**SUPPLEMENTARY INFORMATION:** Under the PRA, ([44 U.S.C. 3501–3520](#)) Federal Agencies must obtain approval from the Office of Management and Budget (OMB) for each collection of information they conduct or sponsor. “Collection of information” is defined in [44 U.S.C. 3502\(3\)](#) and [5 CFR 1320.3\(c\)](#) and includes Agency requests or requirements that members of the public submit reports, keep records, or provide information to a third party. Section 3506(c)(2)(A) of the PRA requires Federal Agencies to provide a 60-day notice in the **Federal Register** concerning each proposed collection of information, including each proposed extension of an existing collection of information, before submitting the collection to OMB for approval.

A modern, streamlined and responsive customer experience means: Raising government-wide customer experience to the average of the private sector service industry; developing indicators for high-impact Federal programs to monitor progress towards excellent customer experience and mature digital services; and providing the structure (including increasing transparency) and resources to ensure customer experience is a focal point for agency leadership. To support this, OMB Circular A–11 Section 280 established government-wide standards for mature customer experience organizations in government and measurement. To enable Federal programs to deliver the experience taxpayers deserve, they must undertake three general categories of activities: Conduct ongoing customer research, gather and share customer feedback, and test services and digital products.

These data collection efforts may be either qualitative or quantitative in nature or may consist of mixed methods. Additionally, data may be collected via a variety of means, including but not limited to electronic or social media, direct or indirect observation

( *i.e.*, in person, video and audio collections), interviews, questionnaires, surveys, and focus groups. OPM will limit its inquiries to data collections that solicit strictly voluntary opinions or responses. Steps will be taken to ensure anonymity of respondents in each activity covered by this request.

The results of the data collected will be used to improve the delivery of Federal services and programs. It will include the creation of personas, customer journey maps, and reports and summaries of customer feedback data and user insights. It will also provide government-wide data on customer experience that can be displayed on *performance.gov* to help build transparency and accountability of Federal programs to the customers they serve.

*Method of Collection:*

OPM will collect this information by electronic means when possible, as well as by mail, fax, telephone, technical discussions, and in-person interviews. OPM may also utilize observational techniques to collect this information.

This request proposes to renew a previously approved collection. OPM updated the burden hours to account for anticipated expansion of this type of work. Therefore, we invite comments that:

1. Evaluate whether the proposed collection of information is necessary for the proper performance of the functions of the agency, including whether the information will have practical utility;
2. Evaluate the accuracy of the agency's estimate of the burden of the proposed collection of information, including the validity of the methodology and assumptions used;
3. Enhance the quality, utility, and clarity of the information to be collected; and

4. Minimize the burden of the collection of information on those who are to respond, including through the use of appropriate automated, electronic, mechanical, or other technological collection techniques or other forms of information technology, e.g., permitting electronic submissions of responses.

ANALYSIS:

Agency: Office of Personnel Management

Title: OPM Customer Experience

OMB Number: 3206-0276

Frequency: Annually

Affected Public: Individuals

Number of Respondents: 4,013,750

Estimated Time per Respondent: 15 Minutes

Total Burden Hours: 1,006,125

U.S. Office of Personnel Management

Stephen Hickman,  
Federal Register Liaison.

Billing Code: 6325-43

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