

INFORMATION & ASSISTANCE SATISFACTION SURVEY DATA COLLECTION SUMMARY

- An analysis of Information and Assistance services at the AAA level is proposed.
- Only persons who call the I&A service between July 31, 2000 and September 24, 2000 will be surveyed.
- For those agencies that do not record personal information on all calls, the I&A service should ask and record the names and phone numbers for a portion of callers during the data collection period. We recommend collecting contact information for ALL CALLERS during randomly selected time blocks. Particularly, the week is divided into 10 time blocks.

Table: Sampling Time Blocks

| | | | | |
|--|--|--|---|---|
| MONDAY AM Includes weekend voicemail | TUESDAY AM Includes previous night's voicemail | WEDNESDAY AM Includes previous night's voicemail | THURSDAY AM Includes previous night's voicemail | FRIDAY AM Includes previous night's voicemail |
| MONDAY PM | TUESDAY PM | WEDNESDAY PM | THURSDAY PM | FRIDAY PM Includes weekend calls |

- The number of time blocks to collect caller contact information for will depend on the volume of calls expected and the willingness of callers to leave their phone numbers. At a minimum, we recommend collecting information for two time blocks per week. The number of persons whom you collect contact information for should be greater than the weekly sample size requirement of 30 persons, with twice that number recommended.
- For agencies with only less than 60 calls a week, we recommend that all callers be asked for information.
- We are recommending the use of sampling time blocks to minimize any I&A operator biases.
- Agencies with multiple I&A operators should have all operators collect names and numbers during the selected time blocks.
- For convenience, time blocks have been randomly selected for you during the data collection period and presented in Table 1. Depending on the volume of callers, more time blocks may have to be included for recording I&A caller information.

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Table 1. Random Time Blocks Selected for Collecting Contact Information

| | High Volume (60+ calls per day or 30 calls per block) | Low Volume (20 calls per day or 10 calls per block) | Very Low Volume (60 or less calls per week) |
|--------|--|--|--|
| Week 1 | Monday PM, Thursday PM | Monday PM, Tuesday PM, Thursday PM, Friday PM | All time periods |
| Week 2 | Thursday AM, Friday AM | Monday PM, Tuesday AM, Thursday AM, Friday AM | All time periods |
| Week 3 | Monday AM , Wednesday AM | Monday AM , Wednesday AM, Wednesday PM, Friday AM | All time periods |
| Week 4 | Tuesday AM, Wednesday PM | Monday AM, Tuesday AM, Wednesday AM, Wednesday PM | All time periods |
| Week 5 | Tuesday PM, Friday PM | Tuesday PM, Thursday AM, Thursday PM, Friday PM | All time periods |
| Week 6 | Tuesday AM, Friday AM | Tuesday AM, Wednesday PM, Thursday AM, Friday AM | All time periods |
| Week 7 | Monday AM, Wednesday PM | Monday AM, Monday PM, Wednesday PM, Friday PM | All time periods |
| Week 8 | Monday PM, Wednesday AM | Monday PM, Tuesday PM, Wednesday AM, Thursday PM | All time periods |

- From each week's list of I&A callers, a sample of 30 callers should be randomly selected. These persons will be contacted and administered the questionnaire.
- The sample should be drawn at the beginning of each week from the list of last week's callers (see Table 2). The persons included in the sample will be contacted the same week that the sample is drawn, which means that the follow-up call may be 3 to 11 days after the original contact call. For example, the first sample will be drawn on Aug. 7 from the list of callers during July 31 through Aug. 6. The questionnaire will be administered to the sample during Aug. 7 through Aug. 13.

Table 2. Data Collection Schedule

| Sample Number | Date to Draw Sample | Period of Coverage | Period for Follow-up Call |
|----------------------|----------------------------|---------------------------|----------------------------------|
| 1 | Aug 7, 2000 | July 31 - Aug 6 | Aug 7 - Aug 13 |
| 2 | Aug 14, 2000 | Aug 7 - Aug 13 | Aug 14 - Aug 20 |
| 3 | Aug 21, 2000 | Aug 14 - Aug 20 | Aug 21 - Aug 27 |
| 4 | Aug 28, 2000 | Aug 21 - Aug 27 | Aug 28 - Sept 3 |
| 5 | Sept 4, 2000 | Aug 28 - Sept 3 | Sept 4 - Sept 10 |
| 6 | Sept 11, 2000 | Sept 4 - Sept 10 | Sept 11 - Sept 17 |
| 7 | Sept 18, 2000 | Sept 11 - Sept 17 | Sept 18 - Sept 24 |
| 8 | Sept 25, 2000 | Sept 18 - Sept 24 | Sept 25 - Sept 30 |

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- A sample size of 240 has been tentatively agreed upon such that a list of 30 callers will be drawn every week from the previous week's callers during the 8-week period. The sample size estimate assumes that there will be some refusals or no contacts, so it does not represent the number of completed surveys.
- The weekly list of 30 callers should be randomly selected from the previous week's call list by using the sampling rate method or a computerized sampling method. The sampling rate method will most likely be the easiest to implement. This method determines a sampling rate for selecting callers from a list such that every n^{th} caller on the list is selected. The sampling rate is easily calculated by dividing the number of callers on your list by 30. For example, if the list has 90 names, the sampling rate would be $90/30$ or every 3rd caller on the list. It is a good practice to not pick the first name on the list as a starting point; instead, randomly pick a number between 1 and the sampling rate to start. For example, 2 may be randomly picked as the starting point and the next recorded picked would be $2+3$ or 5 and the next $5+3$ or 8.
- Each person in the sample should be given a unique client ID number, which should be recorded on the questionnaire and logbook. It is suggested that the first part of the ID reflect the collection week (i.e., week 1 through 8) and the second part a sequence number (i.e., 1 through 30). For example, the ID may be WK1_13 for the 13 person in the first week's sample.
- Questionnaires should be administered by phone. For persons that are difficult to reach, at least five (5) attempts to contact the person should be made before excluding them from further calls.
- To ensure objectivity, the persons administering the questionnaire should not be the same individuals that handle the I&A calls from consumers.
- The amount of time to administer the I&A Satisfaction Survey is approximately 15 minutes.
- Instructions and scripts for administering the questionnaire are provided.