

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 September 24 and November 4, 2001 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 (*except those only wanting a phone number*) during randomly selected time blocks. 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 40 persons, with twice that number recommended.
- For agencies with only less than 80 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 (40 calls per block)	Low Volume (20 calls per block)	Very Low Volume (80 or less calls per week)
Week 1	Wednesday PM, Thursday PM	Wednesday PM, Thursday AM, 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

- From each week's list of I&A callers, a sample of 40 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 Oct 1 from the list of callers during Sept 24 through Sept 30. The questionnaire will be administered to the sample during October 1 through October 7, 2001.

Table 2. Data Collection Schedule

Sample Number	Date to Draw Sample	Period of Coverage	Period for Follow-up Call
1	October 1,2000	Sept 24-Sept30	Oct 1-Oct 7
2	October 8,2000	Oct 1-Oct 7	Oct 8-Oct 14
3	October 15,2000	Oct 8-Oct 14	Oct 15-Oct 21
4	October 22,2000	Oct 15-Oct 21	Oct 22-Oct 28
5	October 29,2000	Oct 22-Oct 28	Oct 29- Nov 4
6	November 5, 2000	Oct 29-Nov 4	Nov 5-Nov 10

- A sample size of 240 has been tentatively agreed upon such that a list of 40 callers will be drawn every week from the previous week's callers during the 6-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 40 callers should be randomly selected from the previous week's call list by using the sampling rate method or a computerized sampling method. The

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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 40. For example, if the list has 80 names, the sampling rate would be $80/40$ or every 2nd 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 $2+2$ or 4 and the next $4+2$ or 6.

- 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 6) and the second part a sequence number (i.e., 1 through 40). 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.