

Customer Satisfaction under WIA Suggestions for Local Areas

The Big Picture

- *Recognize that three things are happening at the same time because the State is accountable for Customer Satisfaction (requiring a 'rolling' random sample throughout the program year), local areas are accountable for Customer Satisfaction (also requiring a 'rolling' random sample), and because local areas must also gather, manage, and utilize additional customer feedback information for their own program management and continuous improvement purposes.*

Coordinate with the State strategy regardless of the State strategy utilized

Boosting response rates to increase performance on the federal measure

- *Identify exiters and pass them along to survey contractor asap (Avoid soft exits!)*
- *Accuracy of contact information - Update contact info toward close of service*
- *Prepare customers so they anticipate being surveyed at end of services (Incentives?)*

Challenge: Number of exiters will generally vary greatly across quarters

- *Local area staff must closely manage the survey process*
- *Careful monitoring with survey contractor is critical to meet survey requirements*

For local efforts, Policies/Procedures must be developed at the local level for each phase of the customer feedback cycle

- *Four Phases: Prepare to Collect, Collect, Analyze, Utilize*
- *Do staff understand the forest (e.g., policies) and the trees (e.g., mechanics)?*

Keep in close contact with customers with Point-of-Service (POS) surveys (e.g., collected 'at the door')

- *Info for program design, program management, program performance*
- *Can be as simple as: Does the resource room have enough equipment?*
- *Local areas can include non-registered customers in POS surveys*

In developing your questions, focus on your general service strategy and goals

- *For example: Fast and on-time? Comprehensive? Highly coordinated? Convenient? Customized to meet your needs?*
- *Include at least one open-ended question to capture the 'voice of the customer'*

Local areas can use the three ACSI questions but they cannot be identified as ACSI questions (which are proprietary)