

Consumer Satisfaction In Context

ONE-STOPS AND BEYOND

Two Stories

- ◉ VR Counselor
- ◉ Amazon

Supply Chain Analysis

- ◉ Study Service as a Sequence of Customer Experiences
- ◉ Each Step Parallels Customers' Temporal Experience of Services
- ◉ Customer Experiences Service Flow Horizontally
- ◉ Services Designed, Monitored, Evaluated Vertically
- ◉ Program Evaluation = Compliance Not Customer Satisfaction or Outcomes

Managing Supply Chains

- ◉ Reduce Limit Cycles
- ◉ Design Decision Support Systems
- ◉ Professional Resource Networks
- ◉ Failures are of Decision Algorithms, Not Individuals

How Do Services Flow

- ⦿ Consumer Knowledge
- ⦿ Referral Rationale/Entry Point
 - Customer Expectations
- ⦿ Reception/Expectation Clarification
- ⦿ Eligibility Determination/Expectation Re-clarification
- ⦿ Service Planning/Expectation Negotiation
- ⦿ Service Delivery & Coordination/Expectation Diffusion
- ⦿ Exit Planning/Expectation-Reality Confrontation
- ⦿ Case Closure/Expectation Reflection

Consumer Expectations

- ⦿ Bonded Social Network
- ⦿ Friends of Friends
- ⦿ Entry Point Knowledge
- ⦿ Entry Point Agenda
- ⦿ Referral Source Knowledge
- ⦿ Referral Source Agenda
- ⦿ VR Marketing

Failure Points

- ⦿ Bonded Social Network Misinformation
- ⦿ Friends of Friends Misinformation
- ⦿ Entry Point Misinformation
- ⦿ Referral Source Misinformation
- ⦿ VR Reception Clarification
- ⦿ Eligibility Determination
- ⦿ IPE Experience
- ⦿ Active Service Coordination
- ⦿ IPE – Labor Market Congruence
- ⦿ Personal Contact

Current Consumer Survey

- ⦿ Initial Expectations
- ⦿ Referral Source Rationale
- ⦿ Reception
- ⦿ Convenience
- ⦿ Services
- ⦿ Coordination
- ⦿ Personal Interaction
- ⦿ Anticipated Satisfaction

What We Found: Current Consumers

- ◉ Where's My Job?
- ◉ It Takes a Long Time
- ◉ Referral Source Inaccuracies
- ◉ Knowing a Name Matters
- ◉ Personal Attention
- ◉ Coordinating Handoffs
- ◉ Is That All There Is?
- ◉ I Forget You

Program Evaluation

- ◉ Evaluate and Manage the Supply Chain
- ◉ Initial Expectations Are Hard to Change
- ◉ Consumer Passivity is an Expectation Learned Through Social Networks and Other Agencies and Difficult to Change
- ◉ Assignments and Checklists Alter Expectations and Provide Formative Feedback
- ◉ Successes and Failures Are Systemic Not Individual



Consumer Satisfaction Surveys: Multi-Measurement Methodologies and Results

2012



Conceptual Model of Measuring Consumer Satisfaction

- Focus Groups – Gain Perspective of Consumers
- Develop Item Pool for Conducting Survey with input from SRC and VR
- Survey of Current Consumers
- Survey of Closed Consumers
- Linking of Surveys to Case Management Data
- Analysis of Linked Data Following Consumers During and After Service Delivery



Measurement of Consumer Satisfaction Over Time

- Focus Groups with Iowa VR Consumers Jointly Served by Other Agencies
- One Year Follow Up after Closure of Consumers of New York VR
- Follow Up of Iowa VR Closed Consumers
- Follow Up of Iowa VR Current Consumers



New York VR Consumer Satisfaction Survey

- Follow up completed one year after closure
- A random sample of persons selected who were closed successfully employed or not
- Return envelopes included a case number which could be linked to the agency's case management system



Sample of Results

- Response rate
 - Successfully employed: 15%
 - Not employed: 8%
- At time of follow up:
 - almost 30% of those closed employed were no longer employed
 - Almost 28% of those closed not employed were now employed
- Of those working 75% were satisfied with their job
- Satisfaction was primarily related to outcome



Iowa Strategy

- Replicate what was done in New York with an annual follow up
- In addition, survey random sample of current consumers
- Use case number to link both satisfaction surveys to case management data



Selected Iowa Results

- Factors on the current consumer survey related to being employed at follow up (n=92)
 - Having a job while being on the waiting list
 - Being satisfied with VR services
 - Ease of getting appointments with VR
 - Being satisfied with how agencies coordinated services
 - Being satisfied with the Plan of Employment developed during service delivery
 - Being optimistic about ability to get desired job
 - Attending an orientation



Selected Iowa Results

- Factors on the current consumer survey not related to being employed at follow up (n=92)
 - Satisfaction with VR intake process
 - Having been on a waiting list
 - Being referred by VR to another agency



Employment Status Comparison

- Sample of 1618 consumers
- 75% were employed at closure (1211 consumers)
- At follow up:
 - 4% who closed employed were not working
 - 30% who closed not employed were working
 - 38% who closed not employed were still looking for a job



Satisfaction with Services at Follow Up

- 93% of those exiting employed were satisfied with services
- 75% of those exiting not employed were satisfied with services
- 80% of those employed at follow up were satisfied with services
- 87% of those not working at follow up were satisfied
- 65% of those still looking were satisfied



Services Related to Follow Up Outcome

- **Related to Employment**
 - Diagnosis and Treatment
 - University Training
 - OJT but only for SE
 - Job Readiness but only for SE
 - Miscellaneous Training but only for Self-Emp.
 - Job Search but only for SE
 - Placement Assistance but only for SE and PT
 - Rehab Tech for Self-Emp
 - Tech Assistance but only for Self-Emp
- **Related to Unemployment**
 - Assessment
 - Transportation Assistance



Conclusions

- With a little more work so much more can be learned from Consumer Satisfaction data
- Key is linking follow up data to case management data
- Survey current consumers as well as closed consumers
- Add more item content to current consumer survey, particularly to learn more about:
 - Counselor/consumer relationship
 - What services are actually provided by other agencies