Experiences Using Customer Satisfaction Measurement to Improve Service Quality in Florida, Vermont, and North Dakota

9th Annual Summit on Performance Management in Vocational Rehabilitation

Welcome!

Experiences with a Large-Scale Customer Satisfaction Research Effort

FLORIDA DIVISION OF VOCATIONAL REHABILITATION

Steven Collins, Ph.D.
Chief, Bureau of Planning and Performance

25 years of experience in strategic planning, organizational performance assessment, and continuous improvement

Roy Cosgrove, Program Administrator

Manages the customer satisfaction survey

Committed to improving program policy and process to assist individuals with disabilities

Florida at a Glance...

- 4th Largest Population: 20 Million

- Largest in East: 54,000 sq. miles

- 8th in Population Density: 351/sq.mi.

Even though there are a handful of densely-populated metro areas, much of the state is predominately rural. The Division focuses on provide services evenly across all areas.

Florida urbanized areas
Source:
https://en.wikipedia.org/wiki/List_of_urbanized_areas_in_Florida_(by_population)#/media/File:Florida_Urbanized_Areas.jpg

Substantial Need for VR Services in FL

- Population below age 65: 16 Million+

- Floridians below age 65 with disability: 1.3 Million (8.5%)

- Employed age 18-64 with disability: 360,000 (31% Employed)

A Substantial Organization to Serve

- $209 million budget 2015-16

- 900+ employees in 2015-16, *But* 47 FTE reduction coming

- Tallahassee headquarters office, six area offices, and 89 field locations

Opportunity To Improve!

Serving a Large Number of Consumers

We manage a substantial number of cases, always striving for more placements.

Number of all VR customers served:

70,037

Customers who got or kept jobs:

5,194

(SFY 2015-16)

How to improve service in a large organization with many customers ?

DATA!

We Need Data, Not Just Any Data…

	AL	CA	CI	DA	NE
a	1 1 1 1 1 1	0 0 1 1 0 1	1 1 0 0 1 1	0 0 1 1 0 1	1 1 0 0 1 1
b	1 1 0 0 1 1	0 0 0 0 0 0	1 1 0 0 1 1	1 1 0 0 0 0	1 1 0 0 1 1
c	1 1 1 1 0 1	0 0 1 1 0 1	1 1 0 0 0 0	1 1 1 1 0 1	1 1 0 0 0 0
d	1 1 1 1 1 1	0 0 1 1 0 1	1 1 0 0 1 1	0 0 1 1 0 1	1 1 0 0 1 1
e	1 1 0 0 1 1	0 0 0 0 0 0	1 1 0 0 1 1	1 1 0 0 0 0	1 1 0 0 1 1
f	1 1 1 1 1 1	0 0 1 1 0 1	1 1 0 0 1 1	1 1 1 1 0 1	1 1 0 0 1 1
g	1 1 0 0 1 1	0 0 0 0 0 0	1 1 0 0 1 1	0 0 0 0 0 0	1 1 0 0 1 1
h	0 0 1 1 0 1	0 0 1 1 0 1	0 0 0 0 0 0	0 0 1 1 0 1	0 0 0 0 0 0

Previous Survey: Needed More!

- Questions very general
- Results skewed to positive

- Insufficient data to breakdown results by geographic area

- Did not determine what factors impact satisfaction

- Limited information on the reasons behind responses

- Low response rate, 18-30%

- Reliability a question - did the data just represent only very happy or very unhappy?

Florida Rehabilitation Council

- Active and engaged
- Partners with common goals

    Partnership important to survey goals and design

FRC VR Collaborative: Initiative to Improve the Survey

- Developed charter between FRC and VR

- Inclusion of FRC, process took about 1 year

- Determined if data collection should be done in-house or contracted

Initiative to Improve the Survey

Desired Research Design Requirements

- Metrics with high degree of confidence

- Annual survey

- More real time/immediate feedback desired

- In-depth research on changing topics of interest

New Research Design

NEW APPROACH

- Primary data collection by phone interview, mailed surveys for accessibility

- More surveys, more data, stratified by region

- More detailed and insightful reporting

- Changing survey questions & focus groups for "deep dive" into topics

New Research Design

MORE SPECIFIC QUESTIONS

- From one general question to several specific questions on topics

- From 12 closed-ended questions to 30, repeated monthly

- 10 changing questions to address new topics of interest

- Focus Groups

- **More open-ended questions – up to 19**

New Research Approach – Survey Question Examples

OLD SURVEY: ONE QUESTION

How clearly did the VR staff understand your needs and feelings?

NEW SURVEY: THREE QUESTIONS

How satisfied were you with your involvement in your VR experience?

How satisfied were you with the information you were given about the choices you had?

How satisfied were you with how long it took your counselor to answer your questions or address your concerns?

New Research Approach –
Data Collection

- Data Collection Primarily by Telephone
  Necessary for increased number of questions
  Better information from open-ended questions

- Open <u>and</u> closed cases
  Less gap between customer experience and survey

- 250 Completed Surveys/Month - 3,000/Year
  Sufficient data for regional analysis

- Focus Groups
  Determine reasons for issues identified in surveys

New Research Approach – Telephone Data Collection

Efficient and Effective
- Respondents very cooperative

  Response rate: 55%

  Cooperation rate: 86%

  Refusal Rate 6%

- Average 12 minutes in length

  40-60 questions total!

Mailed Surveys As Needed

Reaches those without a phone number

Makes survey accessible to deaf and hard of hearing

New Research Approach – Reporting

Customized to meet the needs of <u>both</u> the Council and Division

- Monthly Frequency Tabulations
- Quarterly Data Analyses
- Quarterly Reports: Consumer Experience Core Metrics and Dashboard
- Quarterly presentations at FRC (Live or Web)
- Year End Report

New Research Approach –
Data Compendium

Customer Satisfaction Survey

Florida Department of Vocational Rehabilitation

Data Compendium - Qurter 4 2014 - Quarter 2, 2016

This data compendium contains results for this study by demographic characteristics.
Click on a question to view the associated data. Click on link labeled "Table of Contents" found on the top of any data tab to return to this sheet.

Variable	Question
q01	Overall, how satisfied are you with Florida VR's program?
nq01	Overall, how satisfied are you with Florida VR's program? (Three Categories)
q33	How satisfied would you say you are with the services provided by VR?
nq33	How satisfied would you say you are with the services provided by VR? (Three Categories)
q35	Please rate how well VR services met your expectations.
nq35	Please rate how well VR services met your expectations. (Three Categories)
q39	All things considered, would you tell your friends with disabilities to go to the VR program for help?
q05	How satisfied were/are you with your involvement in your VR experience?
nq05	How satisfied were/are you with your involvement in your VR experience? (Three Categories)
q07	How satisfied were/are you with your choice of a vocational goal?
nq07	How satisfied were/are you with your choice of a vocational goal? (Three Categories)
q09	How satisfied were/are you with the choice of services?

New Research Approach –
Data Compendium

How satisfied were/are you with the choice of services? (Three Categories)
Customer Satisfaction Survey
Florida Department of Vocational Rehabilitation
Qurter 4 2014 - Quarter 2, 2016

DEMOGRAPHIC GROUP	Total	Satisfied				Neither Satisfied or Dissatisfied				Dissatisfied			
		Count	%	LCI	UCI	Count	%	LCI	UCI	Count	%	LCI	UCI
Overall													
Overall	100,243	4,043	82.3%	81.0%	83.5%	497	9.4%	8.5%	10.4%	356	6.4%	5.7%	7.3%
Area													
Area 1	12,704	641	84.4%	81.0%	87.2%	65	7.7%	5.7%	10.4%	61	6.3%	4.6%	8.5%
Area 2	16,070	671	82.5%	79.2%	85.3%	90	10.0%	7.8%	12.7%	61	6.1%	4.5%	8.2%
Area 3	16,528	673	79.5%	76.1%	82.5%	93	10.4%	8.2%	13.1%	64	7.7%	5.8%	10.0%
Area 4	15,782	685	79.9%	76.5%	82.9%	94	11.4%	9.1%	14.2%	57	5.6%	4.1%	7.5%
Area 5	19,337	682	82.3%	78.9%	85.1%	78	8.0%	6.1%	10.5%	73	8.1%	6.1%	10.6%
Area 6	19,822	691	85.1%	82.1%	87.7%	77	8.9%	6.9%	11.4%	40	4.8%	3.4%	6.8%
Case Status Open/Closed													
Open	81,046	1,979	83.1%	81.5%	84.6%	221	9.0%	7.9%	10.2%	146	5.9%	5.0%	6.9%
Closed Successfully	8,043	1,197	87.7%	85.6%	89.5%	107	7.4%	6.0%	9.1%	63	4.2%	3.2%	5.6%
Closed Unsuccessfully	11,153	867	72.8%	70.1%	75.2%	169	13.9%	12.0%	16.0%	147	11.7%	10.0%	13.6%
Gender of Customer													
Male	54,548	2,285	83.6%	81.9%	85.2%	264	8.7%	7.6%	10.1%	179	5.8%	4.9%	7.0%
Female	45,694	1,758	80.7%	78.7%	82.6%	233	10.2%	8.7%	11.8%	177	7.1%	6.0%	8.4%
Age of Customer													
18 - 24	41,362	1,352	87.6%	85.6%	89.4%	104	6.7%	5.4%	8.3%	70	4.1%	3.1%	5.3%
25 - 34	17,237	716	79.9%	76.6%	82.9%	103	11.2%	9.0%	13.9%	57	6.2%	4.5%	8.4%
35 - 44	12,151	508	76.3%	72.0%	80.1%	93	14.9%	11.8%	18.7%	53	7.1%	5.1%	9.8%
45 - 54	15,901	777	79.7%	76.4%	82.7%	86	8.5%	6.7%	10.9%	89	10.0%	7.9%	12.6%
55+	13,591	690	77.7%	74.2%	80.8%	111	11.4%	9.1%	14.1%	87	9.1%	7.1%	11.6%

New Research Approach –
Data Compendium

The VR staff helped me reach my job goal / The VR staff will help me reach my job goal. (Three Categories)

Customer Satisfaction Survey
Florida Department of Vocational Rehabilitation
Qurter 4 2014 - Quarter 2, 2016

Demographic groups can be displayed by any variable in the survey or sample

Confidence intervals display precision for every statistic

DEMOGRAPHIC GROUPS	Total	Agree			
		Count	%	LCI	UCI
Overall					
Overall	93,323	3,506	80.1%	78.7%	81.4%
Case Status Open/Closed					
Open	76,021	1,832	82.2%	80.5%	83.7%
Closed Successfully	7,343	1,011	80.8%	78.2%	83.1%
Closed Unsuccessfully	9,959	663	63.4%	60.4%	66.3%

Unweighted counts of consumers giving each answer

Percentage within each group

Significant differences highlighted

New Research Approach –
Identifying Opportunities for Improvement

Most Commonly Mentioned Problems	%	Customers
Counselor did not return calls, emails or follow up	**35%**	**162**
Had to leave multiple messages before getting a call back	**29%**	**139**
Get voicemail, never answers the phone	**26%**	**130**
Needed help in filling out forms	**21%**	**102**
Did not receive employment, VR could not find me a job	**21%**	**109**
Agency or Program no help, not effective	**20%**	**103**
Better communication needed (in general)	**19%**	**88**

Results and Impact: Waitlist Example

- Surveys identify specific issues for VR to address, ex. Waitlist

- Waitlist management tool developed, compares/predict dollars vs. services

- Began actively managing Waitlist

  Counselors learned to further aspects of communication – extends beyond active cases, need to communicate while waiting for services

RESULT → Waitlist practically eliminated!

Predicting needs of consumers led to better communication between VR and those on the Waitlist

Lessons Learned and Things to Consider

- Telephone interviews provides in depth comments, captures feedback we wanted

- *Ends misconceptions between perceived problems vs. actual*

- Collaborative approach: produces better survey

- Takes time

Up Next...

VERMONT

Using Customer Satisfaction Research for Counselor Feedback

VERMONT DIVISION OF VOCATIONAL REHABILITATION

Lisa Young, Quality Assurance Manager

- Counselor ➡ Supervisor ➡ QA Manager

- New Position, focused on implementation of electronic case management

Curtis Mildner, President, Market Decisions Research

- Conducting mail/phone surveys and focus groups for Vermont DVR since 2002
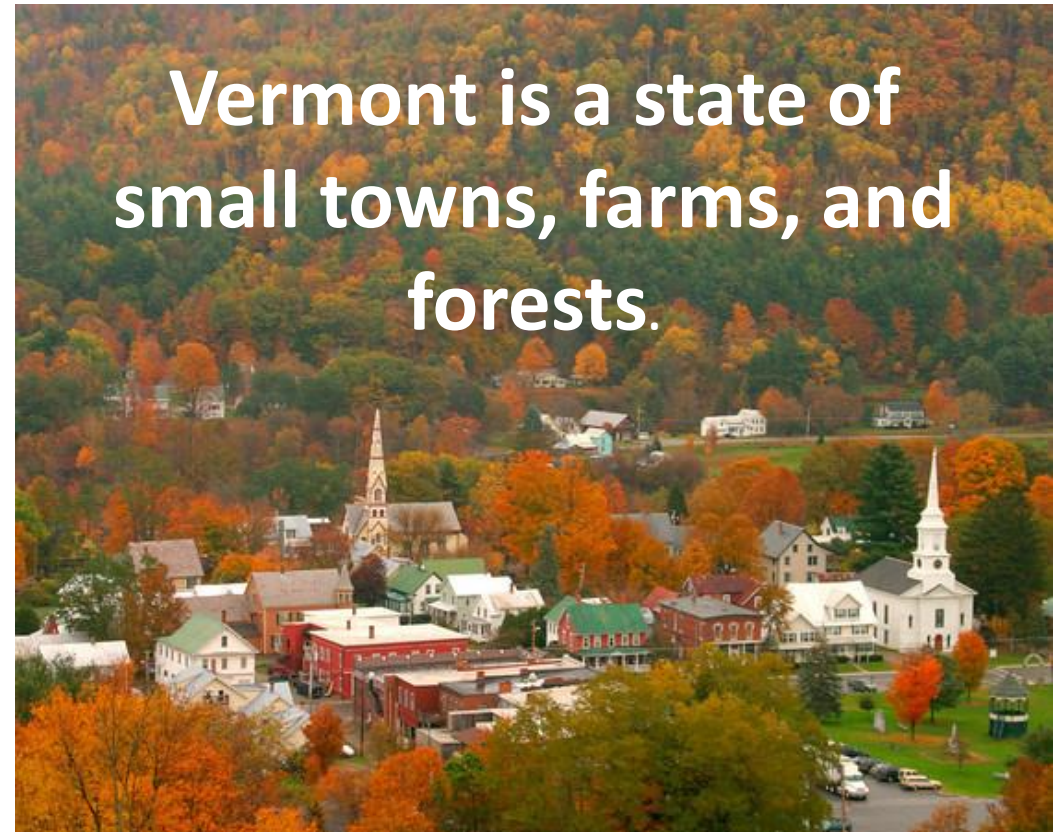
Vermont at a Glance…

- 2nd Smallest Population: 626,000

- 2nd Smallest Area: 9,200 sq. mi.

- Rural: 68 individuals/sq. mi.

"The size of our state, and our focus on community facilitates collaboration."

-Lisa Young, VR Quality Assurance Manager

Vermont is a state of small towns, farms, and forests.

Data from US Census and American Community Survey

Relatively High Need for VR Services

- Population below age 65: 516,000

- Population below age 65 with disability: 51,500 (9.8%)

- Population age 18-64 with disability: 45,000

- Employed age 18-64 with disability: 17,704 (39.6%)

Data from US Census and American Community Survey

The VR Organization

- Staff of 130+
- FY2016 - $21 million budget
- Waterbury headquarters, 12 district offices

Customer Support in 2015

- 3,592 individuals served
- 1,922 people with disabilities began or kept jobs

Data from US Census and American Community Survey

Proud of Their Success

Number One in the United States for…

- New VR applicants per million population

- VR employment outcomes per million population

- Average expenditure per employment outcome

- Ticket participation rate

#1

Their Culture is Important to Success

"We are an agile, flexible agency that puts the customer first and is committed to continuous improvement."

Diane P. Dalmasse, Director Vermont Division of Vocational Rehabilitation

Very open and bidirectional relationship between Director and staff

Values Driven Organization

- Believe in putting the customers (people with disabilities <u>and</u> employers) in the driver's seat

- Always looking for new ways to do their jobs better

- Work hard to reach the people facing the greatest barriers

- Constantly piloting new service models, different program rules and policies, and digging into the data to test what might work better for their customers

<u>Four Guiding Principles:</u>

◆ Organizational Effectiveness

◆ Prepared Job Seekers

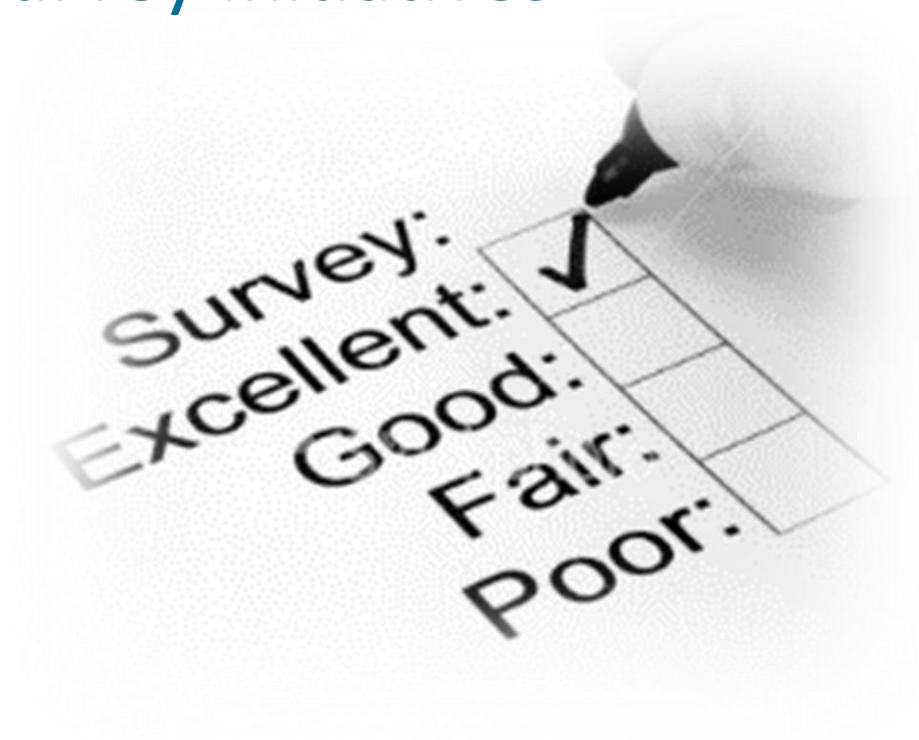◆ Valued and Empowered Employees

◆ Collaborative Partnerships

Current Surveys

Four Ongoing Survey Initiatives

1. Biannual Survey of Customers

2. Periodic Employer Survey

3. Focus Groups

4. Staff Evaluation Surveys

Current Surveys -
Biannual Customer Surveys

- 29 Core questions/measures: Closed and open-ended questions

- Satisfaction, customer experience, outcomes, and problems

- Questions developed for New England Vocational Rehabilitation Agencies Quality Assurance Survey 2003. Repeated in 2006, 2008, 2011, 2013 & 2016

- 700 Surveys by phone and mail

- 68% response rate in 2016

Current Surveys –
Employer Surveys

- 43 Questions developed by Vermont VR and vendors

- Data collected by telephone

- 100 DVR business partners, 240 other businesses

Current Surveys -
Focus Groups

- Most recent: 4 groups in 4 areas of the state

- Among "Dissatisfied" survey respondents

- Pinpointed reasons for dissatisfaction

Current Surveys –
Staff Evaluation Surveys

Part of their 360 review process

1. Self-reflection
2. Peer & Supervisor reviews
3. Consumer feedback
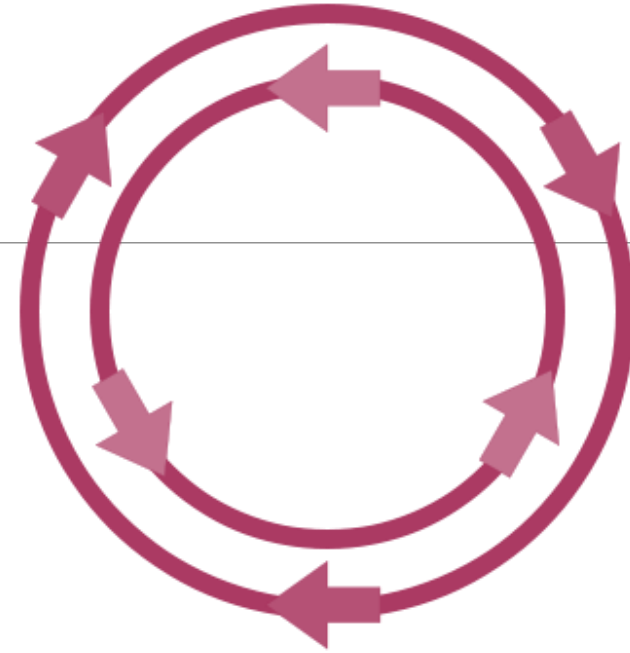
Each of the three processes reflect and link back to their four guiding principles

Organizational Effectiveness

Prepared Job Seekers

Valued and Empowered Employees

Collaborative Partnerships

Current Surveys – Self-Reflection

- Proud accomplishments

- Strengths/areas for growth

- How Supervisor can Help

- Personally and professionally satisfied

- Goals for future
  - Short-term
  - Long-term
  - Developmental activities

360

Current Surveys –
Peer/Supervisor Reviews

- Survey of Co-workers and Partners

- Administered online

360

- Feedback through the lens of the four guiding principles

Current Survey
Consumer Staff Evaluations

- Conducted annually

- Customers are asked up front if they'll participate in surveys - Emphasized that it's for service improvement

- Clients of specific counselors surveyed

- 1-12 clients per counselor

- Each counselor receives a customized report

360

Current Surveys –
Consumer Staff Evaluations

Comprehensive and Detailed Questions

22 closed-ended

10 open-ended

Focused on measurement and insights for improvement

Direct, Specific & Insightful Questions

"Would you recommend this service?"

"What was most helpful?"

Consumer Staff Evaluations Questions

SERVICES RECEIVED BY CUSTOMERS

- What services did you request from Vocational Rehabilitation (VR)?

- Did you receive all the services you requested?

SATISFACTION WITH VR

- Do you think your interest and abilities were considered when developing your plan for employment?

- Do you feel like the services you are receiving will eventually result in a job? If No, Why is that?

- Is the vocational counseling you received useful in terms of your employment goal?

- Is the vocational counseling you received understandable?

- Is the vocational counseling you received provided in a manner that is appropriate to you?

- Were you connected to other organizations and resources that were helpful? If Yes, Which organizations?

Consumer Staff Evaluations
Questions

SATISFACTION WITH VR COUNSELOR

- What is the overall quality of the service you have received from your counselor?

- Did your counselor listen to your wishes and opinions when choosing what you want to do for work?

- Did your counselor listen to your wishes and opinions when choosing the types of services you may receive?

- Did your counselor listen to your wishes and opinions when choosing where you will obtain those services?

- Does your counselor follow through on actions, tasks and commitments in a timely manner?

SATISFACTION WITH COMMUNICATIONS WITH VR

- Are you satisfied by the way you are treated on the phone?

- Are you satisfied by the way you are treated in the office?

- Are you satisfied by the way you are treated via email?

- How easy was it for you to contact your vocational rehabilitation counselor? What could they have done to make it easier?

- How satisfied were you with how long it took your counselor to answer your questions or address your concerns? Why were you not satisfied?

Consumer Staff Evaluations Questions

RATINGS OF THE VT DIVISION OF VR

- Overall, how satisfied are you with The Vermont Division of Vocational Rehabilitation's program? Why were you not satisfied?

- How satisfied were you with your control and involvement in your vocational rehabilitation experience? Why were you not satisfied?

- How satisfied were you with the kind and amount of information you were given about the choices you had? Why were you not satisfied?

- How satisfied would you say you are with the services provided by Vocational Rehabilitation? Why were you not satisfied?

IMPROVING WORKING TOGETHER/FINAL COMMENTS

- What could your counselor do to make your work together more effective?

- Are there any other comments you would like to add?

Results and Impact

- Allows for recognition of success and clear identification of areas for improvement

- Use of impartial, independent vendor provides credibility

- Anonymous feedback directly from customers, more likely to be honest, open and *accepted by counselors*

Focuses on the customer: what counselor thinks is important may not be what is important to customer

Results and Impact
Drives Change for Counselors

- Aligns focus of personal improvement with <u>customer</u> needs

- Contributes to employee sense of value and empowerment

- Reveals better practices, leads to continuous improvement

Feedback = foundations for strategies for improvement. Helps with planning and tracking for future services.

Lessons Learned and Things to Consider

- Asking for feedback from peers and partners gets redundant

- Annual can feel too soon especially for long-term, high performers. In some cases, they survey partners every two years

- Key to stress to customers that their feedback is valuable and enables VR to focus on continuous improvement

- Needs to be anonymous – customers and peers need to feel comfortable when completing the survey

"Its time consuming but worth it; determines plans for improvement and empowers & engages employees."

-Lisa Young, VR Quality Assurance Manager

Up Next...

NORTH DAKOTA

Taking the Plunge: From In-House Mailed Surveys to Scientific Phone Surveys

NORTH DAKOTA DIVISION OF VOCATIONAL REHABILITATION

Warren Granfor

- Started with NDVR in 1998
- IT Tech and Research Analyst 20 years prior to that

Responsibilities

- Administer the AWARE system
- Training and Technical support
- SSA Reimbursement Claims

About North Dakota

757,000 people

11 people per square mile
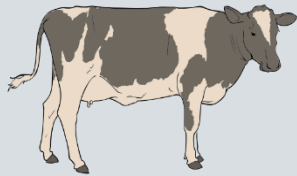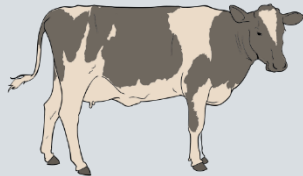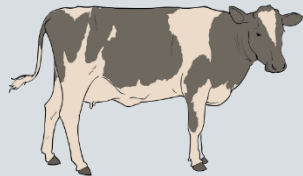
3 cows per person

- Rural, 4th Lowest Pop Density
- Low population below age 65 with disability: 40,028 (6.7%)

Data from 2014, 2015 census and American Communities Survey

Proud of Our Success

Employed age 18-64 with disability: 18,996

54.0% Of Population

#1

North Dakota DVR and our Customers

- **Staff of 83, $10 million budget (2015)**
- **State office in Bismarck, 8 regional offices**
- **Lots of "*Windshield Time*" for counselors visiting clients**
- **3,088 customers received training and other services (2015)**
- **531 customers completed training and became employed (2015)**
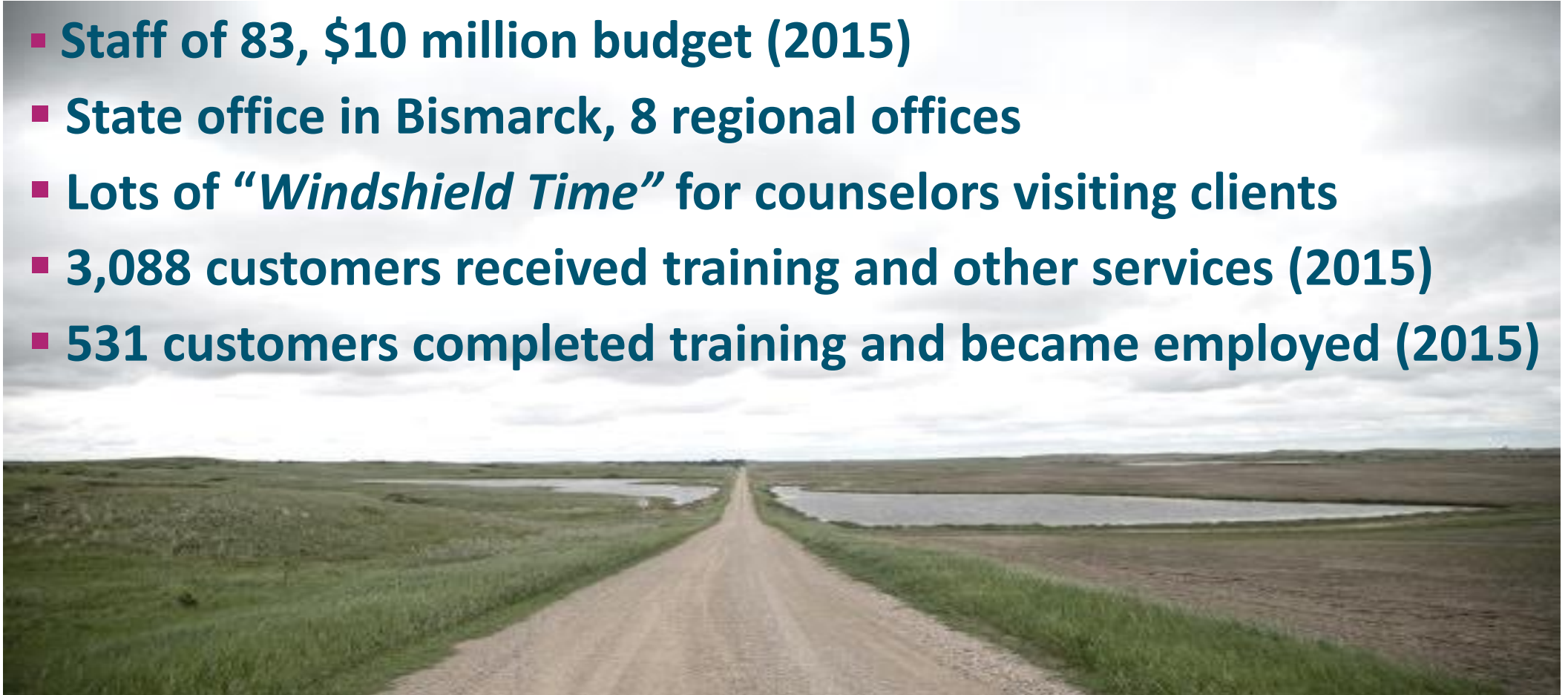
State Rehabilitation Council

The SRC was not pleased with previous survey

- Low rate of returned surveys, low response rate
- Insufficient data for regional analysis
- Shortened survey to improve responses
- Questions not informative

Previous Survey – Design and Process

- Paper survey mailed (in batches) at time case was closed
  - Administered in-house
  - Regional Administrator sent customer letter and survey upon closing of case
  - Very low response rates (14.7% in 2015), skewed results

- Scanned, processed, reported by the Dept. of Human Services Research Department

- Results tabulated quarterly

Previous Survey – Design and Process

- **2 separate simple surveys**
  - Cases closed <u>prior</u> to and <u>after</u> plan development
  - 7-8 questions total
  - Two open-ended questions

- **No open cases surveyed**

- **Couldn't improve issues that were recognized because those cases were already closed**

Sample Survey Question

How satisfied are you with the courtesy and respect shown by the VR staff?

Previous Survey –
Issues and Problems

- Insufficient data for regional analysis

- Written responses were not compared against other responses

- General measurement of satisfaction only

- No information on satisfaction with different aspects of service

- No information for quality improvement

Previous Survey -
Issues and Problems

1. How satisfied are you with the courtesy and respect shown by the VR staff?
Percent of "26" and "28" Respondents Who Were Satisfied
By Region
4th Quarter of FFY 2015 -- July 2015 - September 2015

Response	Williston	Minot	Devils Lake	Grand Forks	Fargo	Jamestown	Bismarck	Dickinson	Total
Very Satisfied	1	13	1	6	8	3	12	4	48
Satisfied	0	0	0	1	0	0	5	2	8
Neutral	0	0	2	0	0	0	1	0	3
Dissatisfied	0	0	0	0	0	0	0	0	0
Very Dissatisfied	0	0	0	0	0	0	0	0	0
Total	1	13	3	7	8	3	18	6	59
% Satisfied	100%	100%	100%	100%	100%	100%	100%	100%	100%
No Response	0	0	0	0	0	0	0	0	0

% Satisfied = Very Satisfied and Satisfied divided by Sum of All Responses except Neutral

Previous Survey - Time to CHANGE!

1) SRC ready to outsource to tap experience of vendor

2) Attended VR Summit in 2014 to identify alternative research approaches

3) Developed RFP with SRC

New Survey

- Survey 200 customers a quarter/800 year

- Both open and closed cases

- Primarily telephone data collection
  - Customers given letter up front informing of the phone call
  - Customers offered 1-800 to call and take/finish survey

- Situational mailed survey to increase accessibility

- Quarterly tabulations

- Detailed annual report

New Survey

Questions Drill Down for Detail

General Question

How satisfied are you with your overall experience with Vocational Rehabilitation?

How easy was it for you to complete the application for VR services?

How helpful are the/was the staff of VR in helping you achieve your VR goal?

How easy was it/is it for you to contact your VR counselor?

How accessible was/is the VR office for someone with your type of disability?

New Survey

From 7 to 37 closed-ended questions

Measure and provide improvement information for specific aspects of service

From mailed to telephone survey

Need specific information; it's easier to talk than it is to write

Results and Impact

**First Full Year is Not Complete,
But Data is Already Being Used**

Customer service is a weakness statewide. First action taken consists of a speaker for our annual training to inspire staff to strive for providing excellent service.

Results and Impact

- Information sharing
  - Regional and Staff level

- Now sufficient data for quarterly analysis and analysis by region

- Timely results

- Improved response rate – 51.8% in first two quarters if 2016

- SRC pleased with new survey and process

Lessons Learned

More usable data: Now able to drill down into detail for information that previously we were unable to obtain

Surveyed at various points in case process: Now able to capture more current data and have the opportunity to make changes to improve the services to clients while they are still actively working with the agency. The information is less likely to reflect problems that occurred years earlier

Sample Cross Tab (Annotated)

nQ01: Overall, how satisfied are you with the North Dakota's VR program?

ND DVR Client Satisfaction Survey

North Dakota Department of Vocational Rehabilitation

Q1 & Q2, 2016

Demographic groups can be displayed by any variable in the survey or sample

		Satisfied				
DEMOGRAPHIC GROUPS	**Total**	**Count**	**Pop**	**%**	**LCI**	**UCI**
Total						
Overall	2,355	358	2,100	89.2%	85.2%	92.2%
Gender of Customer						
Male	1,257	183	1,122	89.2%	83.8%	93.0%
Female	1,098	175	978	89.1%	82.5%	93.4%

Confidence intervals display precision for every statistic

Weighted and unweighted counts of consumers giving each answer

Percentage within each group

Sample Cross Tab

nQ13: How satisfied were/are you with the information you were given about the choices you had?

ND DVR Client Satisfaction Survey

North Dakota Department of Vocational Rehabilitation

Q1 & Q2, 2016

DEMOGRAPHIC GROUPS	Total	Satisfied					Neither satisfied nor dissatisfied					Dissatisfied				
		Count	Pop	%	LCI	UCI	Count	Pop	%	LCI	UCI	Count	Pop	%	LCI	UCI
Total																
Overall	2,272	341	1,981	87.2%	82.7%	90.6%	29	196	8.6%	5.8%	12.7%	15	82	3.6%	2.1%	6.2%
Case Status																
Open	1,652	177	1,430	86.6%	80.7%	90.8%	18	162	9.8%	6.2%	15.3%	8	52	3.1%	1.5%	6.3%
Closed Sucessfully	249	104	230	92.5%	85.8%	96.1%	7	15	6.0%	2.8%	12.5%	2	4	1.5%	0.4%	6.0%
Closed Unsuccessfully	371	60	321	86.4%	75.9%	92.8%	4	19	5.1%	1.9%	12.9%	5	27	7.2%	2.9%	16.9%

nQ09: How satisfied were/are you with the choice of services?

Q1 & Q2, 2016

DEMOGRAPHIC GROUPS	Total	Satisfied					Neither satisfied nor dissatisfied					Dissatisfied					Don't know				
		Count	Pop	%	LCI	UCI	Count	Pop	%	LCI	UCI	Count	Pop	%	LCI	UCI	Count	Pop	%	LCI	UCI
Total																					
Overall	2,286	346	2,031	88.8%	84.8%	91.9%	20	119	5.2%	3.2%	8.4%	18	108	4.7%	2.9%	7.6%	6	28	1.2%	0.5%	3.0%
Quarter																					
2016 Q1	1,922	172	1,737	90.4%	84.6%	94.1%	9	87	4.5%	2.1%	9.5%	10	89	4.6%	2.3%	9.2%	1	10	0.5%	0.1%	3.5%
2016 Q2	2,021	174	1,849	91.5%	85.5%	95.1%	11	69	3.4%	1.4%	8.2%	8	69	3.4%	1.4%	7.9%	5	35	1.7%	0.5%	6.0%
Region																					
Williston	113	20	107	95.0%	70.7%	99.3%	0	0	-	-	-	1	6	5.0%	0.7%	29.3%	0	0	-	-	-
Minot	453	70	409	90.3%	79.9%	95.6%	4	23	5.0%	1.6%	14.4%	2	15	3.3%	0.7%	13.9%	2	6	1.4%	0.3%	5.8%
Devil's Lake	78	14	61	77.8%	50.5%	92.3%	4	17	22.2%	7.7%	49.5%	0	0	-	-	-	0	0	-	-	-
Grand Forks	352	45	289	82.2%	67.2%	91.2%	5	37	10.5%	3.9%	25.5%	3	18	5.0%	1.5%	15.6%	1	8	2.3%	0.3%	15.3%
Fargo	448	73	403	90.1%	80.9%	95.1%	3	11	2.5%	0.6%	10.1%	6	33	7.4%	3.3%	15.9%	0	0	-	-	-
Jamestown	282	39	253	89.9%	77.1%	95.9%	2	13	4.4%	1.1%	16.9%	1	2	0.8%	0.1%	5.4%	3	14	4.9%	1.3%	16.2%
Bismarck	463	66	410	88.6%	76.9%	94.7%	2	19	4.0%	1.0%	14.9%	5	34	7.4%	2.9%	17.8%	0	0	-	-	-
Dickinson	98	19	98	100.0%	100.0%	100.0%	0	0	-	-	-	0	0	-	-	-	0	0	-	-	-
Case Status																					
Open	1,656	183	1,486	89.7%	84.7%	93.3%	11	88	5.3%	2.9%	9.6%	9	66	4.0%	2.0%	7.7%	2	16	1.0%	0.2%	3.9%
Closed Sucessfully	251	105	232	92.4%	86.0%	96.0%	4	7	2.8%	1.0%	7.3%	2	4	1.6%	0.4%	6.3%	3	8	3.2%	1.1%	9.2%
Closed Unsuccessfully	379	58	313	82.4%	70.6%	90.1%	5	25	6.5%	2.4%	16.3%	7	38	10.0%	4.7%	20.2%	1	4	1.1%	0.1%	7.4%
Gender of Customer																					
Male	1,233	176	1,080	87.6%	81.8%	91.8%	10	72	5.9%	3.1%	11.0%	11	64	5.2%	2.8%	9.5%	4	16	1.3%	0.4%	3.9%
Female	1,053	170	950	90.2%	84.2%	94.1%	10	47	4.4%	2.1%	9.3%	7	44	4.2%	1.9%	9.0%	2	12	1.2%	0.3%	4.9%
Age of Customer																					
18 - 24	1,181	177	1,084	91.8%	86.7%	95.1%	12	71	6.0%	3.3%	10.9%	3	13	1.1%	0.4%	3.5%	2	12	1.0%	0.2%	4.4%
25 - 34	335	58	317	94.6%	84.0%	98.3%	2	4	1.1%	0.3%	4.4%	1	7	2.0%	0.3%	12.9%	1	8	2.4%	0.3%	15.2%
35 - 44	255	30	192	75.6%	56.9%	87.9%	4	41	15.9%	6.2%	35.3%	3	19	7.7%	2.4%	21.7%	1	2	0.9%	0.1%	6.1%
45 - 54	287	38	268	93.7%	80.9%	98.1%	0	0	-	-	-	2	12	4.3%	0.8%	19.7%	2	6	2.0%	0.5%	7.5%
55+	229	43	169	73.7%	57.1%	85.4%	2	4	1.8%	0.4%	7.4%	9	56	24.6%	13.1%	41.4%	0	0	-	-	-
Race																					
Am. Indian or Alaskan Nativ	220	33	197	89.3%	74.5%	96.0%	2	10	4.6%	0.9%	19.8%	3	13	6.1%	1.8%	19.2%	0	0	-	-	-
Asian	11	3	11	100.0%	100.0%	100.0%	0	0	-	-	-	0	0	-	-	-	0	0	-	-	-
Black or African American	92	13	84	91.0%	56.2%	98.7%	1	8	9.0%	1.3%	43.8%	0	0	-	-	-	0	0	-	-	-
Hawaiian or Other Pacific Is.	9	1	9	100.0%	100.0%	100.0%	0	0	-	-	-	0	0	-	-	-	0	0	-	-	-
White	1,954	296	1,731	88.6%	84.2%	91.8%	17	101	5.2%	3.0%	8.7%	15	94	4.8%	2.8%	8.1%	6	28	1.4%	0.6%	3.5%
Hispanic or Latino?																					
Hispanic or Latino	75	9	66	88.1%	47.8%	98.4%	1	9	11.9%	1.6%	52.2%	0	0	-	-	-	0	0	-	-	-
Not Hispanic or Latino	2,211	337	1,964	88.8%	84.8%	91.9%	19	110	5.0%	3.0%	8.2%	18	108	4.9%	3.0%	7.9%	6	28	1.3%	0.5%	3.1%
Disability Category																					
Mental Health	769	112	690	89.7%	82.0%	94.3%	6	34	4.4%	1.7%	10.6%	6	39	5.1%	2.1%	12.1%	2	6	0.8%	0.2%	3.5%
Orthopedic	283	42	202	71.5%	56.1%	83.1%	5	33	11.8%	4.3%	28.3%	8	47	16.7%	8.4%	30.4%	0	0	-	-	-
Sensory	211	36	187	88.7%	72.5%	95.9%	2	13	5.9%	1.5%	20.3%	1	8	3.9%	0.5%	23.1%	1	3	1.5%	0.2%	9.9%
Cognitive Disability	820	130	760	92.7%	86.5%	96.1%	6	31	3.8%	1.5%	9.0%	3	13	1.6%	0.5%	5.0%	2	16	2.0%	0.5%	7.6%
Other Impairments	203	36	191	94.3%	76.3%	98.8%	1	9	4.4%	0.6%	25.6%	0	0	-	-	-	1	3	1.3%	0.2%	9.3%

Future Goals

Improve response rates: Only have 2 quarters of data, but may opt out of mail surveys all together and just use toll-free line for clients to call

Getting more data: We are considering bringing it down to the counselor level rather than the regional level in the future

Workforce Law: We have begun thinking about having a question(s) regarding working with our Workforce Innovation Opportunity Act core partners for evaluation of common elements

Which Brings Us To…

The Need to Share Customer Satisfaction Information Between States

- We can find national trends in performance

- *Benchmarking customer satisfaction data helps us identify best practices and programs*

- Saves time and money by reducing flawed program designs and activities

- *Allows us to strategically select the right services and prioritize the right improvement initiatives*

- Examples – Customer contact standards, transportation issues, clear communication of service expectations

Use our collective brainstorming power!
How can we share customer satisfaction data?

■ ?