

Job Seeker Customer Satisfaction Survey 2009 Executive Summary

August 28, 2009

Introduction

In the first quarter of Program Year 2009 (July through September), the work²future Continuous Quality Improvement Team (CQI) conducted the first annual *Job Seeker Customer Satisfaction* survey for the organization. The survey was developed and conducted by Strumpf Associates: Center for Strategic Change. This survey is meant to provide information on where the organization is excelling and areas that provide opportunities for improvement. This summary provides an analysis of the data from the annual survey¹ and provides comparisons to the data collected from the comment card data².

Survey Process and Format

The annual survey evaluates job seeker satisfaction on a series of thirty-two questions, followed by an open-ended comment area. The survey was conducted on line and all job seekers who had exited services for the prior program year (July 2008-June 2009) were eligible to receive the survey. Email addresses were collected on 100% of the enrolled participants. An announcement letter was sent to the entire list from the Director approximately a week before the actual survey link was emailed. The surveys were emailed to 1,627 with a link to the on-line survey. Approximately 400 emails were returned as undeliverable. Respondents were instructed to complete the survey by August 14, 2009. After 5:00 p.m., on August 14, 2009 the survey was closed and did not allow for further responses.

Survey Response Rate

- From a total of 1,627 Email addresses for exited Job Seekers, 1,227 were considered available to respond. Thirty-six (36) responses were received for the survey, for a little over a 2% response rate.
- The survey response rate is not sufficient to apply the results to all potential respondents. It is sufficient to examine areas for improvement.
- The CQI Team will be examining ways to increase the response rate for the next annual survey, which will be conducted in August of 2010.

¹ The purpose of an annual survey within a comprehensive data collection system is to collect data from the customer at some point **after** they have received the service. It provides customer perspectives on how well your service delivery system responds to customer expectations at points in time **after** the customer has received the service. Experts differ on what is considered a 'good' response rate for the purpose of being able to generalize the findings to the entire customer population within the same cohort (for this survey the cohort is defined as program exiters); however, anywhere from 10% to 25% is considered acceptable to do so.

² The purpose of comment card data within a comprehensive system is to collect data at the point in time the customer interacts with the service. It is known as *just in time* data. It provides customer perspectives on how well your service delivery system is responding to customer expectations as the customer experiences the service or shortly thereafter. The purpose of comment cards is to analyze trends based on the number of respondents rather than to use the responses to generalize the findings to the entire customer population within the same cohort (for the w2f comment cards the cohort is defined as anyone who uses any job search service). Therefore a response rate is not necessary to assess the usefulness of the data, a critical mass of responders is.

Job Seeker Customer Satisfaction Survey 2009 Executive Summary

August 28, 2009

Survey Results Summary

Of those responding to the survey, 77.8% reported having contact with center staff within the last six months, 11% reported not having contact within the last 6 months, and 5.6% were unsure of last contact.

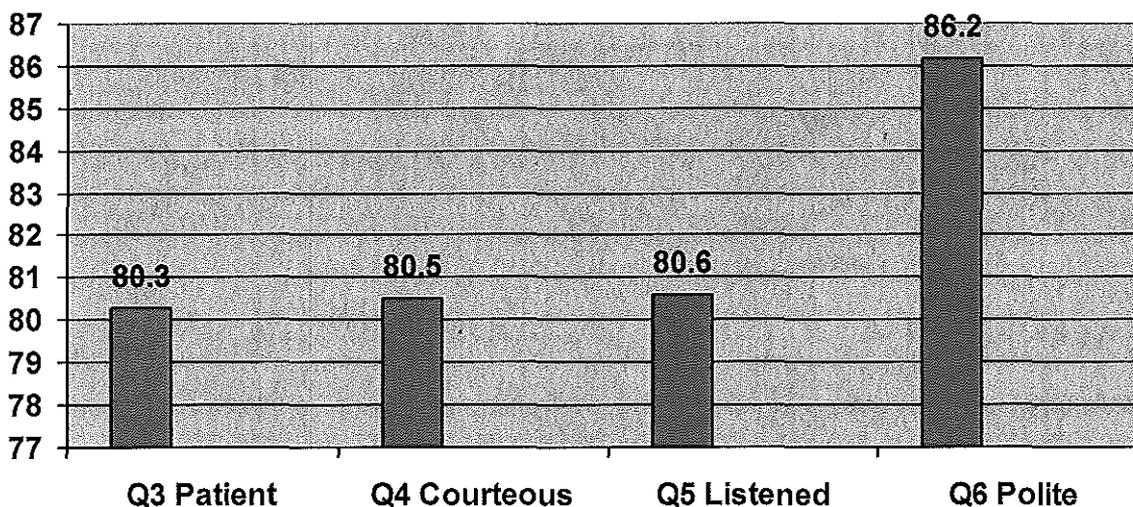
Areas of Excellence

Of those that responded seven areas of excellence were determined by combining the rating of *strongly agree* and *agree*. Respondents in these seven areas rated the statement at 80% or higher when combining strongly agree or agree. The seven key indicators established for areas of excellence were:

- *Staff was patient (Q3)*
- *Staff was courteous (Q4)*
- *Staff listened (Q5)*
- *Staff was polite (Q6)*
- *Staff was respectful of diversity (Q9)*
- *Information was kept confidential (Q13)*
- *Staff demonstrated respectful and courteous to all customers (Q22)*

Question Response Percentage Graphs³

Areas of Excellence

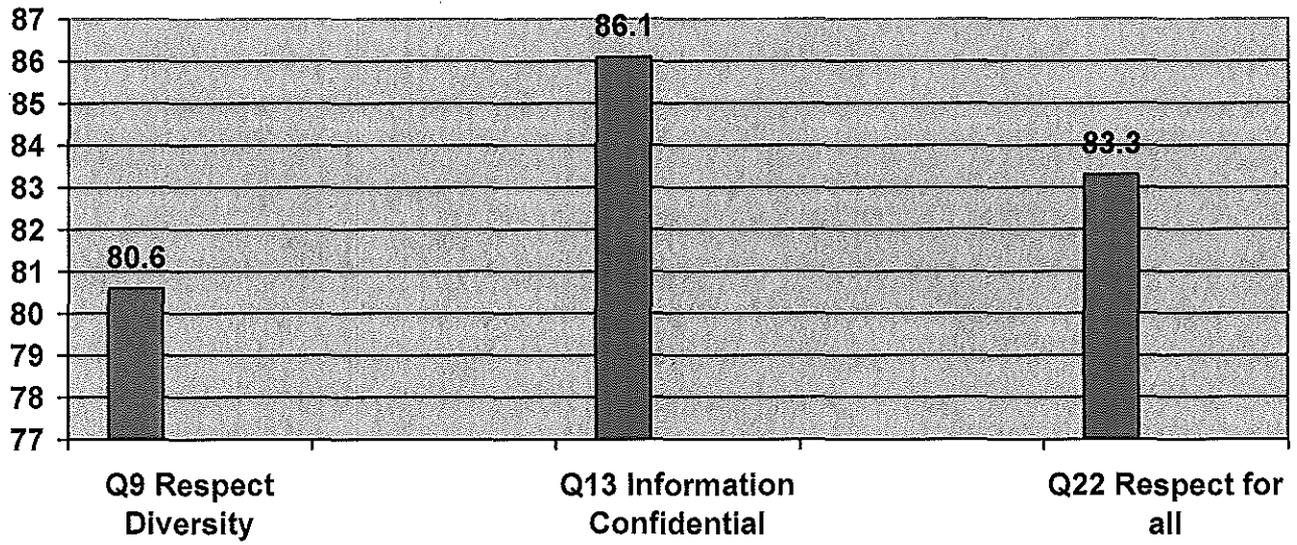


³ Percentage Scores represent the combined categories for Strongly Agree and Agree. Example: Question 3 - 80% of those surveyed Strongly Agreed or Agreed with this statement.

Job Seeker Customer Satisfaction Survey 2009 Executive Summary

August 28, 2009

Areas of Excellence continued



Job Seeker Customer Satisfaction Survey 2009 Executive Summary

August 28, 2009

Survey Results, continued

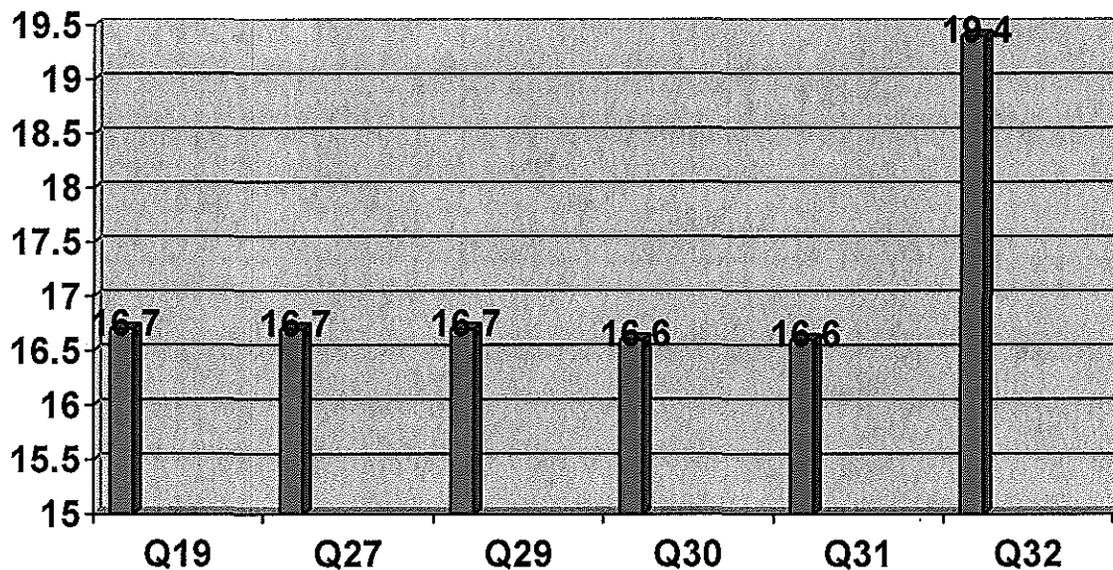
Opportunities for Improvement

Six areas provide opportunities for improvement. These were determined by combining *strongly disagree* and *disagree*. Respondents in these six areas rated the statement at 16% or higher when combining strongly agreeing or agreeing. The six key indicators that establish opportunities for improvement were:

- *Received help in making important decisions related to job search (Q19)*
- *Positive image of the Center and services (Q27)*
- *Regularly hear good things from my friends (Q29)*
- *Use the services again (Q30)*
- *Satisfied with overall experience (Q31)*
- *Recommend to a friend or colleague (Q32)*

Question Response Percentage Graphs⁴

Opportunities for Improvement



⁴ Percentage scores represent the combined categories for Strongly Disagreed and Disagreed. Example: Question 19 – 16.7% of those surveyed Strongly Disagreed or Disagreed with this statement.

**Job Seeker Customer Satisfaction Survey 2009
Executive Summary**

August 28, 2009

ANNUAL SURVEY RESULTS AND COMMENT CARD RESULTS

Between August 11, 2008 and July 5, 2009 there were 1,439 comment card responses. Within any of the four quarters making up the total comment card responses, the number of comment cards received ranged from 81 to 700 comment cards within any given quarter. Several of the questions asked on the comment card are also reflected in the annual survey and provide an opportunity to examine customers' perceptions of their experiences at the time the service was delivered (or shortly thereafter) compared to some time after they have exited the program.

Annual Survey of exiters in program year July 08 through June 09	% who strongly agree and agree combined on the Annual Survey	Comment Card of customers using the center between August 08 and June 09	% who strongly agree and agree combined on the Comment Card (Average over 4 quarters/range ⁵)
I was provided help to make important decisions related to my job search. (Q19)	66.7% strongly agreed or agreed with this statement	The information provided was useful in job search. (Q5)	75% on average strongly agreed or agreed with this statement (range over the 4 quarters – high of 86% to a low of 54%)
		The staff was helpful to me. (Q4)	78.7% (Range: 87H-56L)
Staff demonstrated respect and courtesy toward all customers (Q22)	83.3%	The staff treated me with respect (Q3)	80.2% (Range: 91H-56L)
Considering everything, I am satisfied with my overall experience at this work2future One stop Center (Q31)	66.6%	Considering everything, I am satisfied with my overall experience at this Center. (Q8)	75.5% (Range: 84H-54L)
I would recommend this work2future One Stop Center to a friend or colleague. (Q32)	75%	I would recommend this Center to a friend or colleague. (Q7)	76.5% (Range: 84H-54L)

⁵ All of the lowest ratings in the range on the comment cards were received in Quarter 3, August 2008, which was within the first few months of the new service delivery model known as 'integration'.

**Job Seeker Customer Satisfaction Survey 2009
Executive Summary**

August 28, 2009

SUMMARY

Customers strongly agree or agree that staff perform well on areas that are categorized as 'customer service', i.e. treating customers well and being attentive. On several key lead indicators, those that have some predictive value of future satisfaction, customers do not rate the organization as highly. These include:

- The information provided was useful in my job search.
- I would recommend the center to friend/colleague
- Overall satisfaction.

The complete results of the survey responses are attached to this document.

Help

Showing 39 response, from 09-08-04 to 09-08-19

External Jobseeker Customer Satisfaction Annual Survey

Prepared by Strumpf Associates

This survey is designed to provide feedback to work2future for the purpose of continuous improvement. This survey is being sent electronically from a website to ensure your anonymity. Please fill out the survey electronically and click on the submit button at the bottom of the survey. The survey will be submitted to a database without attribution.

Please rate your level of agreement with the following statements. These statements relate to the services you received from any one of the work2future One Stop Centers that helped prepare you to do an effective job search and/or gain new skills or upgrade skills over the last year. You may skip a question if it does not apply. Please do not skip it if it does apply. Click on the box that best describes your level of agreement with the statements presented. Please complete the survey by close of business **August 14, 2009**.

1. How recently have you been in contact with the staff of any work2future One Stop Center?

Within the last 6 months		76.9%	(30)
Have not had any contact within the last 6 months		10.3%	(4)
Not sure		7.7%	(3)
TOTAL		94.9%	39

2. Please indicate which of the services you are rating on this survey. (Check all that apply.)

Assessment Testing		43.6%	(17)
Coaching		38.5%	(15)
Job Search		56.4%	(22)
Job Interview		17.9%	(7)
Unemployment Insurance		17.9%	(7)
Internet (work2future one-stop website)		30.8%	(12)
Training or Workshop		33.3%	(13)
Other: general staff		2.6%	(1)
Other: Job fair		2.6%	(1)

3. The staff I interacted with was patient.

Strongly Agree		51.3%	(20)
Agree		33.3%	(13)
Somewhat Agree		5.1%	(2)

Somewhat Disagree	■ 2.6%	(1)
Disagree	■ 2.6%	(1)
Strongly Disagree	■ 5.1%	(2)
TOTAL	■ 100.0%	39

4. The staff I interacted with was courteous.

Strongly Agree	■ 59.0%	(23)
Agree	■ 23.1%	(9)
Somewhat Agree	■ 10.3%	(4)
Somewhat Disagree		(0)
Disagree		(0)
Strongly Disagree	■ 7.7%	(3)
TOTAL	■ 100.0%	39

5. The staff I interacted with listened to me.

Strongly Agree	■ 56.4%	(22)
Agree	■ 25.6%	(10)
Somewhat Agree	■ 7.7%	(3)
Somewhat Disagree	■ 2.6%	(1)
Disagree	■ 2.6%	(1)
Strongly Disagree	■ 5.1%	(2)
TOTAL	■ 100.0%	39

6. The staff I interacted with spoke to me politely.

Strongly Agree	■ 56.4%	(22)
Agree	■ 30.8%	(12)
Somewhat Agree	■ 5.1%	(2)
Somewhat Disagree	■ 2.6%	(1)
Disagree		(0)
Strongly Disagree	■ 5.1%	(2)
TOTAL	■ 100.0%	39

7. Staff promptly returned calls.

Strongly Agree	■ 28.2%	(11)
Agree	■ 20.5%	(8)
Somewhat Agree	■ 12.8%	(5)
Somewhat Disagree	■ 5.1%	(2)
Disagree	■ 7.7%	(3)
Strongly Disagree	■ 7.7%	(3)
TOTAL	■ 82.1%	39

8. The staff I interacted with was prompt in responding to my request (whether your requests was made in person, by telephone, or by mail).

Strongly Agree	■ 33.3%	(13)
Agree	■ 25.6%	(10)
Somewhat Agree	■ 15.4%	(6)
Somewhat Disagree	■ 10.3%	(4)

Disagree	■ 2.6%	(1)
Strongly Disagree	■ 7.7%	(3)
TOTAL	■ 94.9%	39

9. Staff demonstrated respect for different cultures, different races and different ethnic groups.

Strongly Agree	■ 43.6%	(17)
Agree	■ 38.5%	(15)
Somewhat Agree	■ 7.7%	(3)
Somewhat Disagree		(0)
Disagree	■ 2.6%	(1)
Strongly Disagree	■ 5.1%	(2)
TOTAL	■ 97.4%	39

10. The explanations and descriptions I received about services and programs were clear.

Strongly Agree	■ 28.2%	(11)
Agree	■ 48.7%	(19)
Somewhat Agree	■ 5.1%	(2)
Somewhat Disagree	■ 5.1%	(2)
Disagree	■ 5.1%	(2)
Strongly Disagree	■ 5.1%	(2)
TOTAL	■ 97.4%	39

11. The explanations of what I need to do to get help or services from work2future were clear.

Strongly Agree	■ 25.6%	(10)
Agree	■ 43.6%	(17)
Somewhat Agree	■ 17.9%	(7)
Somewhat Disagree	■ 2.6%	(1)
Disagree	■ 5.1%	(2)
Strongly Disagree	■ 5.1%	(2)
TOTAL	■ 100.0%	39

12. The explanations of what work2future will do to assist you were clear.

Strongly Agree	■ 25.6%	(10)
Agree	■ 51.3%	(20)
Somewhat Agree	■ 12.8%	(5)
Somewhat Disagree		(0)
Disagree	■ 5.1%	(2)
Strongly Disagree	■ 5.1%	(2)
TOTAL	■ 100.0%	39

13. I felt that my information was kept confidential.

Strongly Agree	■ 35.9%	(14)
Agree	■ 51.3%	(20)
Somewhat Agree	■ 7.7%	(3)
Somewhat Disagree	■ 2.6%	(1)

TOTAL  100.0% 39

19. I was provided help to make important decisions related to my job search.

Strongly Agree  23.1% (9)

Agree  46.2% (18)

Somewhat Agree  12.8% (5)

Somewhat Disagree  2.6% (1)

Disagree  10.3% (4)

Strongly Disagree  5.1% (2)

TOTAL  100.0% 39

20. I felt that the staff was willing to be flexible in meeting my needs.

Strongly Agree  17.9% (7)

Agree  53.8% (21)

Somewhat Agree  10.3% (4)

Somewhat Disagree  10.3% (4)

Disagree  2.6% (1)

Strongly Disagree  2.6% (1)

TOTAL  97.4% 39

21. Staff was open and non-judgmental about my situation and me.

Strongly Agree  46.2% (18)

Agree  33.3% (13)

Somewhat Agree  2.6% (1)

Somewhat Disagree  5.1% (2)

Disagree  2.6% (1)

Strongly Disagree  7.7% (3)

TOTAL  97.4% 39

22. Staff demonstrated respect and courtesy toward all customers.

Strongly Agree  51.3% (20)

Agree  33.3% (13)

Somewhat Agree  2.6% (1)

Somewhat Disagree  2.6% (1)

Disagree  2.6% (1)

Strongly Disagree  5.1% (2)

TOTAL  97.4% 39

23. Staff demonstrated respect and courtesy toward their co-workers.

Strongly Agree  35.9% (14)

Agree  43.6% (17)

Somewhat Agree  10.3% (4)

Somewhat Disagree  2.6% (1)

Disagree 0% (0)

Strongly Disagree  2.6% (1)

TOTAL  94.9% 39

24. It is easy to access information about how to get a job and job opportunities at the

center.

Strongly Agree	20.5%	(8)
Agree	33.3%	(13)
Somewhat Agree	30.8%	(12)
Somewhat Disagree	5.1%	(2)
Disagree	5.1%	(2)
Strongly Disagree	5.1%	(2)
TOTAL	100.0%	39

25. I believe that I received resources and help that I could not have gotten on my own.

Strongly Agree	30.8%	(12)
Agree	35.9%	(14)
Somewhat Agree	10.3%	(4)
Somewhat Disagree	10.3%	(4)
Disagree	5.1%	(2)
Strongly Disagree	7.7%	(3)
TOTAL	100.0%	39

26. The quality of the services I received (e.g., related to the services you checked in item 2 of this survey) was excellent.

Strongly Agree	48.7%	(19)
Agree	23.1%	(9)
Somewhat Agree	12.8%	(5)
Somewhat Disagree	2.6%	(1)
Disagree	5.1%	(2)
Strongly Disagree	7.7%	(3)
TOTAL	100.0%	39

27. I have a positive image of the Center and the services it provided to me.

Strongly Agree	41.0%	(16)
Agree	30.8%	(12)
Somewhat Agree	10.3%	(4)
Somewhat Disagree	2.6%	(1)
Disagree	5.1%	(2)
Strongly Disagree	10.3%	(4)
TOTAL	100.0%	39

28. The services provided to me consistently met my expectations.

Strongly Agree	25.6%	(10)
Agree	38.5%	(15)
Somewhat Agree	10.3%	(4)
Somewhat Disagree	10.3%	(4)
Disagree	5.1%	(2)
Strongly Disagree	7.7%	(3)
TOTAL	97.4%	39

29. I regularly hear good things about the work2future centers from my friends.

Strongly Agree	17.9%	(7)
Agree	25.6%	(10)
Somewhat Agree	12.8%	(5)
Somewhat Disagree	15.4%	(6)
Disagree	12.8%	(5)
Strongly Disagree	2.6%	(1)
TOTAL	87.2%	39

30. I would use the services again if I needed to.

Strongly Agree	46.2%	(18)
Agree	28.2%	(11)
Somewhat Agree	5.1%	(2)
Somewhat Disagree	5.1%	(2)
Disagree	7.7%	(3)
Strongly Disagree	7.7%	(3)
TOTAL	100.0%	39

31. Considering everything, I am satisfied with my overall experience at this work2future One stop Center.

Strongly Agree	35.9%	(14)
Agree	33.3%	(13)
Somewhat Agree	10.3%	(4)
Somewhat Disagree	5.1%	(2)
Disagree	7.7%	(3)
Strongly Disagree	7.7%	(3)
TOTAL	100.0%	39

32. I would recommend this work2future One Stop Center to a friend or colleague.

Strongly Agree	41.0%	(16)
Agree	35.9%	(14)
Somewhat Agree	5.1%	(2)
Somewhat Disagree		(0)
Disagree	7.7%	(3)
Strongly Disagree	10.3%	(4)
TOTAL	100.0%	39

33. When it comes to working at a job, which of the following matches best with you?

Looking for work right now	74.4%	(29)
Working part time	2.6%	(1)
Working full time	20.5%	(8)
Retired		(0)
Cannot work right now because of illness or injury		(0)
Do not work right now because I am in school or job training		(0)
Do not work right now because I am		

1 Realistic services for individuals age 50 years or older.

1 The Sunnyvale, CA staff is always courteous and helpful to me. Facilities are also clean.

35. If you could change one area to improve customer service, what would you change?

#

Response

1 Can't think of anything.

1 Communication with possible candidates via email was especially beneficial to me. I would not have known about this opportunity without the email from work2force.

1 Customer service has been great. I can't think of anything I'd change.

1 FIRST, I would not PROMISE ANYONE THIS WILL WORK FOR EVERYONE. I would tell them this will not get you in the door.

1 having more job training skills training on sites?

1 Hire American with good communication and informed about the economy and fields.

1 I can not think of anything based on my few experiences with work2future.

2 I didn't hear from Work2future if I got a job. I would like to hear from them and the job site for the sake of clarity.

1 I have no complaints

1 I think that the work key tests are biased and should not be used and rated the way it is currently being done. I am an intelligent person and can carry a conversation and share my ideas with just about anyone I meet. When I took the work keys, I scored well on one and basically failed the 2nd. I refused to take the math test. It is my opinion that these tests are geared towards technical understanding, the same as school tests are created to identify "gifted" children. If you are of the technical/vocational/scientific thought processes, then you will score well on the tests and therefore, be sent to job interviews. If on the other hand, your skill is more creative and more academic, then you will not score well and you will not be considered for jobs available at One Stop. I did not take the math test because I do not speak math and do not search out jobs that require me to do beyond very basic math. It is a learning disability and I was told I could keep practicing. I was also told that I was wrong and I could do it. I will not be embarrassed and I will not return to be furthered embarrassed. My case is my own opinion and I will still stand with what I answered above, which I am sure is required for diversity and to see that the shop meets or exceeds specific requirements. The individual skills workshops such as resume writing and identifying past skills were excellent and I participated in several. I would consider going back. I will not participate in any online learning, because once again I have to score satisfactorily in all 3 levels and reach a specific gold or silver to be considered. It is a good thing I know that I can pay more and spend a semester to obtain the same information from a junior college.

1 I was satisfied with all my interactions with Work2Future.

1 I would put less retarded people in customer service.

1 I'm not sure how to change for the better yet.

1 Job training with more time to practice in order to confirm that we learn every thing need.

1

More job counselors. I know its tough right now with the staff cutbacks at

work2future but I truly believe it has really affected their quality of services to job seekers such as myself.

1 N/A

1 Nothing. Everyone was very nice!

[View results in Excel Spreadsheet](#)
[View a different set of Survey Results](#)
[Go back to Management Interface](#)