

Customer Satisfaction Performance Dashboard

Monthly Summary – November 2009

Report Date: December 4, 2009

Introduction: This report provides a summary of **key performance indicators (KPI's)** from the weekly Comment Card and the customer satisfaction measures from the Integration Performance Measures. The comment card report's key indicators provide lead indicators that help to understand the future performance of key processes. There are five key indicators out of the eight questions on the comment card. Two of these are also part of the integration performance measures. There are nine integration performance measures, four of which relate to customer satisfaction and two of the four overlap with the comment card key indicators.

Lag, Current and Lead: This report is made up of lag and lead key performance indicators (KPI's). Financial results, such as last quarter's revenue, are typically lagged by 2+ months. Annual results, especially fiscal year results, can be much more delayed. With such lags the problem arises as to what action might be appropriate to alter the direction of the organization's performance when the KPIs are measuring results in the past.

A correction may be inappropriate when the current performance has already significantly altered from that measured some time ago and may result in overcorrection. Lag indicators should rarely be considered as a KPI as the benefit of KPI is to adjust processes and behavior to get better performance.

KPIs of the leading type are predictive of desired results at the next higher level. An example of such a leading indicator for market share is customer satisfaction with the organization's products and service. The primary difficulty with leading KPIs is to be sure that they are strongly correlated with the required corporate goals; modeling and understanding of key business drivers is necessary.

Summary Period: November 2009

Report Dates: November 2-8, November 9-15, November 16-22, and November 23-29

Total Number of Responses: 271

Volume as of December 3, 2009:

- Number of new customers completing initial assessment and coaching:
 - 635 for the month of November
 - 3,374 year to date
 - Projected goal – 10,000
- Number of services core, intensive, training, misc. provided to customers:
 - 6,738 for the month of November
 - 24,655 year to date
 - Projected goal – 70,000

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Conclusions and Analysis:

- The area with the highest disagreement continues to be wait time (customers disagreeing that they wait less than 10 minutes) for service. Commenters note waiting anywhere from 30 minutes to two hours. The CQI Team is exploring strategies to reduce wait time.
- The number of comment cards completed has slightly increased. Staff has added pop up comment cards back to computers for customer use.
- Customers are reporting dissatisfaction with information available in the One Stop centers including the information on job postings, community resources, and workshop information.
- The availability of workshops and the method to access the schedule and the sign up procedure is difficult. Customers request alternate methods to sign up other than in person.

Summary of Trends in Comments (shows up more than once across weeks):

- Staff was identified as being helpful, professional, polite, knowledgeable, and respectful.
- More computer workshops and more at intermediate level
- More staff to reduce wait time
- Break/coffee area
- Suggestions for improvements included:
 - Offer Tool Box more than once a month
 - More supportive services

Key Indicator Highlights¹:

Q1 – I was greeted promptly upon arrival.

Q2 – I waited less than 10 minutes for services.

Q3 – The staff treated me with respect.

Q4 – The staff was helpful to me.

Q5 – The information provide was useful in job search.

Q6 – The services or resources I used today were of quality

Q7 – I would recommend center to friend/colleague

Q8 – Overall satisfaction

Trends over the Period (across the month):

- Q2 ranged from a low of 59% to 73% either strongly agreeing or agreeing that they waited less than 10 minutes for services.
- Q5 had a range of 79% (combined strongly agree and agree) to 93% agreeing that the information was useful in job search.
- Q6 had a range of 77% agreeing and strongly agreeing that services were of quality to 93% agreeing that services were of quality.
- Q7 had a range of 79% to 85% agreeing they would recommend the center to a friend.
- Q8 had a range of 75% in one week to 88% in another either strongly agreeing or agreeing that overall they were satisfied.

¹ Bold highlights the key lead indicators from the comment card questions and red highlights the common lead measures from both the comment card and the Integration Performance Measures.

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Indicators - MEASUREMENTS FOR THE INTEGRATION PILOT - OCTOBER 2009

| | Measure | Indicators for Measure | Standard | Actual Standard as of November 29, 2009 |
|---|--|---|---|---|
| 5 | The right candidate is referred to the right job | Employers report that they found the right candidate through referrals from the center | Employers report that there is a match 85% of the time by rating 'agree' or 'strongly agree' on comment card Q5 | There is not a data collection method in place to collect this information. |
| 6 | Number of customers reporting that the service received was accurate based on the identified needs | Customers rate the ability of the team to match them to the right service (i.e., the service produced the results that they expected) | Customers rate accuracy consistently at 'agree' or 'strongly agree' 85% of the time. | The CQI team will be revising the evaluations for the workshops and other surveys to capture the appropriate data. |
| 7 | Number of Individuals customers reporting that the service received was of quality | Customers rate the service(s) received as being of quality | Customers rate quality consistently at 'agree' or 'strongly agree' during the course of the pilot 100% of the time. (Comment Card Q 6) | Based on Question number 6 on the comment card: The services or resources I used today were of quality. From November 2, 2009 thru November 29, 2009 there have been 271 responses. Over the 4 weeks that make up the November report, the average for strongly agree and agree: Strongly agree: 53.2% Agree: 30.2% We have not yet met the standard of agreement 100% of the time. |

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|---|---|----------------------------|--|---|
| 8 | Time waited for staff assistance that meets client expectations | Customers report wait time | Customers consistently report that their wait time was less than 10 minutes during the course of the pilot 100% of the time. (Comment Card Q2) | <p>Based on Question number 2 on the comment card: I waited less than 10 minutes for services.</p> <p>From November 2, 2009 thru November 29, 2009 there have been 271 responses.</p> <p>Over the 4 weeks that make up the October report, the average for strongly agree and agree:</p> <p>Strongly agree: 45.9% Agree: 19.2%</p> <p>We have not yet met the standard of agreement 100% of the time.</p> |
|---|---|----------------------------|--|---|

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| Local Measures submitted to State as part of Pilot Plan | |
|--|--|
| <p>Increase in the number who participate in a “skill building activity”</p> | <p>The 1st year work2future will establish a baseline. The baseline for the number of skill building activities completed by customers are as follows:</p> <p>Workshop Participation – 38,002 Comprehensive Assessments – 17,420 ETPL Training – 164 Online Training - 250</p> <p>Total - 55,836</p> <p>2nd year work2future will see a 20% increase in activities and a 30% increase in the 3rd year.</p> |
| <p>Satisfactory level of reported team work within each of the clients focused teams</p> | <p>1st year – staff will use a “Pilot Feedback Form” to capture information for improved services, which will establish a baseline</p> <p>An 80% satisfaction rate was achieved.</p> <p>2nd year need for improved services will decrease by 20%, 3rd year need for improved services will decrease by 40%.</p> <p>Baseline information is still being collected</p> |

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| <p>The length of time a client is enrolled in the program.</p> | <p>The 1st year work2future baseline is as follows:</p> <table border="1" data-bbox="808 268 1247 892"> <thead> <tr> <th>Month/Year</th> <th>Enrolled</th> <th>Exits</th> </tr> </thead> <tbody> <tr><td>07/2008</td><td>975</td><td>390</td></tr> <tr><td>08/2008</td><td>682</td><td>518</td></tr> <tr><td>09/2008</td><td>651</td><td>371</td></tr> <tr><td>10/2008</td><td>599</td><td>485</td></tr> <tr><td>11/2008</td><td>608</td><td>499</td></tr> <tr><td>12/2008</td><td>491</td><td>530</td></tr> <tr><td>01/2009</td><td>667</td><td>415</td></tr> <tr><td>02/2009</td><td>585</td><td>419</td></tr> <tr><td>03/2009</td><td>593</td><td>494</td></tr> <tr><td>04/2009</td><td>634</td><td>504</td></tr> <tr><td>05/2009</td><td>589</td><td>551</td></tr> <tr><td>06/2009</td><td>715</td><td>593</td></tr> <tr> <td>TOTAL</td> <td>7,789</td> <td>5,769</td> </tr> </tbody> </table> <p>The 2nd year would see an additional 20% decrease in length of enrollment time, notwithstanding those who are in long term training and by the 3rd year a client can be expected to complete the program in as little as six months.</p> | Month/Year | Enrolled | Exits | 07/2008 | 975 | 390 | 08/2008 | 682 | 518 | 09/2008 | 651 | 371 | 10/2008 | 599 | 485 | 11/2008 | 608 | 499 | 12/2008 | 491 | 530 | 01/2009 | 667 | 415 | 02/2009 | 585 | 419 | 03/2009 | 593 | 494 | 04/2009 | 634 | 504 | 05/2009 | 589 | 551 | 06/2009 | 715 | 593 | TOTAL | 7,789 | 5,769 |
|--|--|--------------|----------|-------|---------|-----|-----|---------|-----|-----|---------|-----|-----|---------|-----|-----|---------|-----|-----|---------|-----|-----|---------|-----|-----|---------|-----|-----|---------|-----|-----|---------|-----|-----|---------|-----|-----|---------|-----|-----|--------------|--------------|--------------|
| Month/Year | Enrolled | Exits | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 07/2008 | 975 | 390 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 08/2008 | 682 | 518 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 09/2008 | 651 | 371 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10/2008 | 599 | 485 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11/2008 | 608 | 499 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12/2008 | 491 | 530 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 01/2009 | 667 | 415 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 02/2009 | 585 | 419 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 03/2009 | 593 | 494 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 04/2009 | 634 | 504 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 05/2009 | 589 | 551 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 06/2009 | 715 | 593 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL | 7,789 | 5,769 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| <p>The integrated data collection system meets the needs of both WIA & EDD</p> | |
| <p>Met performance standards during the pilot as compared to the period prior to the pilot</p> | <p>For this program year the performance standards were:</p> <p>PY 08/09 4/6</p> <p>Of the six indicated above work2future anticipates the following performance benchmarks:</p> <p>PY 09/10 3/6 PY 10/11 5/6 PY 11/12 6/6 Current measures not reflective of New Integration Model</p> |