

## Customer Satisfaction Performance Dashboard

Monthly Summary – August 2009

Report Date: September 18, 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:** August 2009

**Report Dates:** August 3-9, August 10-16, August 24- September 4, 2009

**Total Number of Responses:** 169

**Volume as of September 4, 2009:**

- Number of new customers completing initial assessment and coaching:
  - 687 for the month of August
  - 1605 year to date
  - No information on the new program year goal
- Number of services core, intensive, training, misc. provided to customers:
  - 4537 for the month of August
  - 10,705 year to date
  - No information on the new program year goal

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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. More coaches are trained and in place; this will hopefully improve customer satisfaction and decrease wait times.
- San Jose had twice the number of comment cards completed by respondents as Campbell and Gilroy. There should be more focus from staff to consistently remind customers to fill out the card.
- It is concerning that two of the lead indicators, Q5 and Q8, dissatisfied some customers each week at a fairly consistent level.
- 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.
- Customers are unclear about the method used to obtain services and suggested that we hand out a flowchart to visually represent the process of our integrated service model.

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

- Staff was identified as being helpful, professional, polite, knowledgeable, and respectful.
- Front desk was identified as needing to be more professional and courteous.
- Additional staff needed in the computer areas to assist customers.
- Workshop schedules should be published earlier.
- Staff name badges worn properly
- Suggestions for improvements included:
  - Front desk needs to give clearer instructions on the next step for customers.
  - Customers are would like appointments for Talent Coaches to reduce wait time
  - Monthly schedule of activities should be posted or emailed regularly.
  - Customers should be able to store resumes on a disk or USB.
  - More information regarding services should be provided.
  - Customers would like a computer area designated for taking online courses
  - Provide a lunch area for customers who attend all day classes
  - Computer lab should be loaded with helpful software such as Mavis Beacon Typing and other tutorials.

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### Key Indicator Highlights<sup>1</sup>:

Q1 – I was greeted promptly upon arrival.

Q2 – I wait 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 65% to 70.6% either strongly agreeing or agreeing that they waited less than 10 minutes for services.
- Q5 had a range of 81.8% (combined strongly agree and agree) to 94.1% agreeing that the information was useful in job search.
- Q6 had a range of 77.4% agreeing and strongly agreeing that services were of quality to 94% agreeing that services were of quality.
- Q7 had a range of 83.90% to 94% agreeing they would recommend the center to a friend.
- Q8 had a range of 72% in one week to 91.2% in another either strongly agreeing or agreeing that overall they were satisfied.

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<sup>1</sup> 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 - August 2009**

	Measure	Indicators for Measure	Standard	Actual Standard as of December 30, 2008
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	As of June 30, 2009 there were 0 responses to the BOS customer comment card. There was 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.	Evaluations were developed and deployed specifically regarding performance of the instructor conducting the workshop. The data collected does not match the indicator for this measure. 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 August 3 thru September 4, 2009 there have been 169 responses.  Over the 4 weeks that make up the August report, the average for strongly agree and agree:  Strongly agree: 58.53% Agree: 27.28% <b>We have not yet met the standard of agreement 100% of the time.</b>

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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. From August 3, thru September 4, 2009 there have been 169 responses.</p> <p>Over the 5 weeks that make up the August report, the average for strongly agree and agree:</p> <p>Strongly agree: 43.48%          Agree: 25.73%</p> <p><b>We have not yet met the standard of agreement 100% of the time.</b></p>
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<b>Local Measures submitted to State as part of Pilot Plan</b>	
<p>Increase in the number who participate in a “skill building activity”</p>	<p>The 1<sup>st</sup> 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>2<sup>nd</sup> year work2future will see a 20% increase in activities and a 30% increase in the 3<sup>rd</sup> year.</p>
<p>Satisfactory level of reported team work within each of the clients focused teams</p>	<p>1<sup>st</sup> 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>2<sup>nd</sup> year need for improved services will decrease by 20%, 3<sup>rd</sup> year need for improved services will decrease by 40%.</p> <p>Baseline information is still being collected</p>

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The length of time a client is enrolled in the program.

The 1<sup>st</sup> year work2future baseline is as follows:

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	
05/2009	589	
06/2009	715	
<b>TOTAL</b>	<b>7,789</b>	<b>4,121</b>

The 2<sup>nd</sup> year would see an additional 20% decrease in length of enrollment time, not withstanding those who are in long term training and by the 3<sup>rd</sup> year a client can be expected to complete the program in as little as six months.

The integrated data collection system meets the needs of both WIA & EDD

Met performance standards during the pilot as compared to the period prior to the pilot

For this program year the performance standards were:

PY 08/09 4/6

Of the six indicated above work2future anticipates the following performance benchmarks:

PY 09/10 3/6  
 PY 10/11 5/6  
 PY 11/12 6/6 Current measures not reflective of New Integration Model