

WORKFORCE SOLUTIONS TEXOMA POLICIES & PROCEDURES

CHAPTER 8 PROGRAM SERVICES

SECTION 10 CUSTOMER SATISFACTION

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8.10.1 GENERAL INFORMATION

Workforce Solutions Texoma (WST) is committed to providing a quality program for the customers we serve in the Cooke, Fannin and Grayson counties. Customer satisfaction is a critical component to the effective delivery of services at all Workforce Texoma one-stop centers. WST believes that exceptional customer service depends, not only on the ability of staff to accurately identify customer needs and wants, but also on communication and problem-solving abilities. With the addition of customer-centered performance results in the WIA programs and Workforce Texoma's focus on providing premier customer service and programs tailored to customer needs, there is a strong focus on providing high-quality, seamless service for our customers.

8.10.2 CUSTOMER SATISFACTION SURVEY PROCEDURES

To monitor customer satisfaction and provide information to effectively implement quality enhancements and improve the level of services provided to workforce center operations, continuous customer satisfaction surveying and staff training will be implemented in all workforce centers.

In order to monitor customer satisfaction throughout the Workforce Texoma one-stop centers, an informal data-collecting process will be employed. Through the utilization of customer satisfaction survey cards that have been developed with input from center staff, information will be solicited from customers targeted toward improving workforce center operations. Issues to be addressed include: helpfulness and courteousness of center staff, waiting time, usefulness of the information / services, customer needs and expectations as well as current levels of satisfaction. WST staff will ensure that these steps are followed:

- 1) Customer Survey cards will be offered to all customers throughout the workforce centers, including, but not limited to the following areas:
 - a) initial intake / registration
 - b) workshops / orientations
 - c) customer utilization of the Resource Room.
- 2) Customers will place the survey forms in locked boxes located throughout the center. Utilization of the locked boxes is implemented to protect the confidentiality and integrity of the process. Survey forms will be collected on an as-needed basis or at least monthly basis by the Board quality assurance monitor or other designated individual(s).

- 3) Data is collected/compiled by the Board quality assurance monitor on at least a monthly basis per county. Data is compiled with the goal of identifying strengths and opportunities in the areas of staff and services. Results are utilized to improve access to services, improve services, add new services, identify staff training issues, respond to customer concerns/inquiries, etc.
- 4) Any issues of concern or suggestions for improvement will be promptly addressed with the contractor.
- 5) Data will be presented to the appropriate WST committee as well as the contractor and TWC Program Manager on a quarterly basis. Data collected will be presented in a spreadsheet as well as chart and/or graph manner. Board staff, WST committee members and the contractor will, either individually or as a group, review compiled data on at least a quarterly basis with a goal of looking for observable trends, improving access to center services and resources, improving customer satisfaction and implement training opportunities for staff. As the goal throughout this process is one of continuous quality improvement, quality improvement plans will be developed to target areas where opportunities exist and to continue improvement of areas where strengths are identified. The end result for the Board and contractor will be integrated one-stop centers that provide customer-friendly access with a wide array of programs targeted toward customer needs and a staff that is customer-friendly as well as knowledgeable of programs, positive communication skills, and overall center capabilities and resources.
- 6) Through this customer satisfaction quality improvement venture, in conjunction with center contractor, development of training opportunities for center staff are anticipated utilizing data collected from customer surveys. Staff training opportunities will focus on impacting customers in a positive, productive manner and continuing to create a personalized, customer-friendly environment. It is expected that staff training opportunities will concentrate on enhancing staff's listening capabilities, improving their knowledge about program goals, objectives and resources, and helping staff to understand how to apply key principles of quality service. Additional skills to be developed with a target of enhancing interpersonal communications include: active listening, positive / effective communication skills, questioning and problem-solving techniques and understanding non-verbal communication skills. Through a process of group discussion, case studies and practice, staff will learn how to apply multiple techniques and strategies for

handling customer interactions and challenges, including how to anticipate and manage customers' expectations, and objective methods for dealing with potentially emotional situations. Throughout the program year, training opportunities for staff will be adjusted as results from customer surveys are compiled to target a comprehensive/ positive customer service environment.