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CUSTOMER SATISFACTION & SERVICE TIMELINESS

- **Statewide**
- **DOL**
- **OMWBE**

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Deputy Director**



January 4, 2016

Statewide Background:

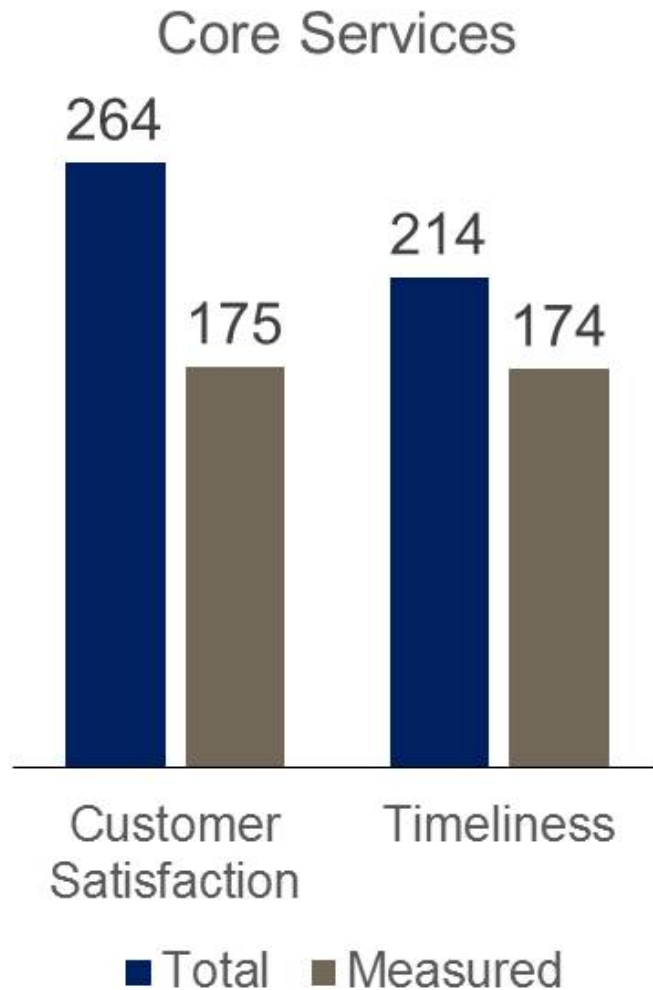
Original Measures – by June 2015

- Increase customer satisfaction to 85%
- Increase timely service to 90%

Revised Measures – by June 2016

- Increase percentage of agency core services where customer satisfaction is measured to 100%
- Increase percentage of agency core services where timeliness is measured to 100%

Statewide as of August 2015:



Already accomplished:

- 66% measured for satisfaction
- 81% measured for timeliness

Gap to fill by June 30, 2016:

- **129 more measurements!**
- 89 for satisfaction
- 40 for timeliness

Statewide as of August 2015:

Data Highlights

- 35 agencies responded to statewide request
- 12 agencies measuring 100% of their core services for Customer Satisfaction and Timeliness
- Data needs to be validated by participating agencies

Statewide Challenges to Measuring:

- Defining core services
- Staffing the measurement work
- Designing customer feedback strategies that provide actionable data
- Defining timeliness from customer perspective

Statewide Action Plan:

Action	Lead	Partners	Expected Outcome	Due Date	Status 1/4/16
Request data for core services appropriate for measuring	Results WA	DOL	Establish baseline data for Measures 1.1 and 1.2	August 2015	Complete
Request all agencies to validate or correct original data, and distribute results	DOL	All Agencies	Improved data quality, more agencies participate and know their gap	January 2016	Gaining Goal 5 support
Request all agencies to share action plans and best practices, and seek DOL assistance as needed	DOL	All Agencies	Greater accountability, collaboration, progress	January 2016	Gaining Goal 5 support
Assist agencies to develop and implement action plans to reach 100% target	DOL	All Agencies	Agencies measure significantly more core services for satisfaction and timeliness	Feb - June 2016	Not Started
All agencies measure and report progress	DOL	All Agencies	Agencies report new data, increased measurement, status of action plans, DOL updates statewide report	April and July 2016	Not Started

Goal 5 Council Assistance Needed:

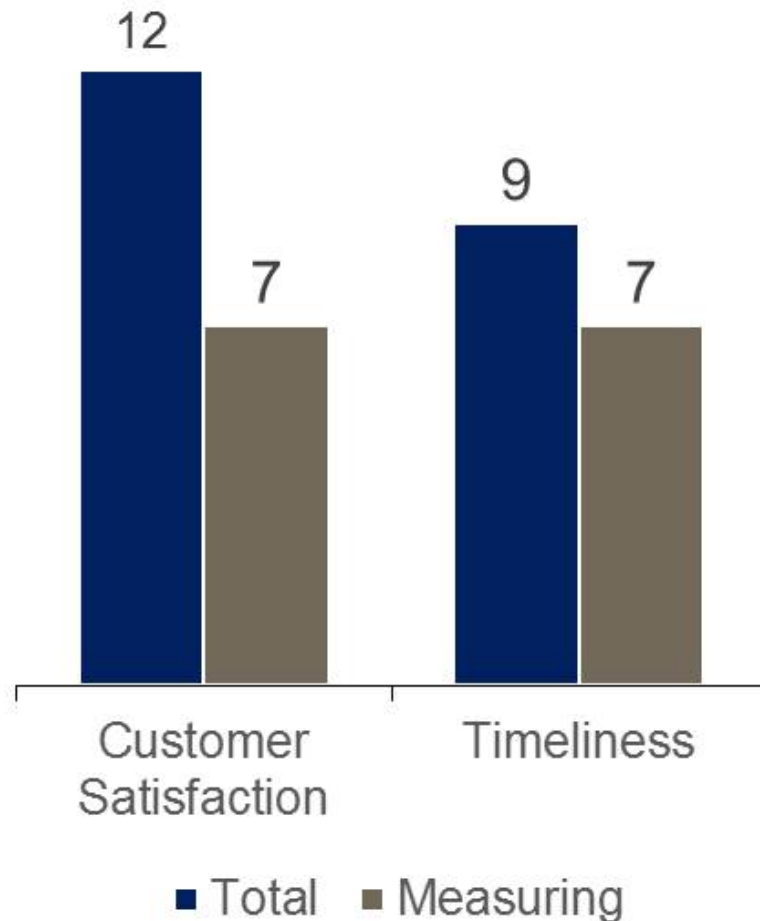
- Be an advocate for measuring customer satisfaction and service timeliness
- Track and report your progress
- Leverage agency performance managers and data stewards

DOL Background:

- 10 years of measuring satisfaction and timeliness for driver and vehicle services
- Lessons Learned:
 - Seek only customer satisfaction data you will act on
 - Define timeliness from customer point of view
 - See the customers' experience with numbers and percentages; avoid averages

DOL Current State:

Core Services



Already accomplished:

- 58% measured for satisfaction
- 78% measured for timeliness

Gap to fill by June 30, 2016:

- **7 more measurements**
- 5 on satisfaction for professional licensees
- 2 on timeliness for law enforcement and fuel tax payers

DOL Core Services Measured:

Core Service	and Drill Down	Customer Satisfaction		Timeliness	
		<u>appropriate for measuring</u>	<u>is measured</u>	<u>appropriate for measuring</u>	<u>is measured</u>
Driver Services	in-person	x	x	x	x
	by phone	x	x	x	x
	online	x	x	n/a	n/a
Vehicle Services	in-person	x	x	x	x
	by phone	x	x	x	x
	online	x	x	n/a	n/a
Business & Professions Licensing	in-person or mail	x		x	x
	online	x	x	n/a	n/a
Records for Law Enforcement	driver	x		x	x
	vehicle	x		x	
	firearms	x		x	x
Revenue	fuel tax payer	x		x	
Total		12	7	9	7
Gap to Fill By June 2016			5		2

DOL Gap Analysis:

- 40 unique professions
 - Diverse customers and program management
 - Different survey questions than for drivers and vehicles
- No systematic feedback from law enforcement
- Legacy system created road blocks to measuring fuel tax payers
 - System replacement underway

DOL Action Plan:

Measure 1.1: Increase percentage of core services where customer satisfaction is measured to 100% by June 30, 2016

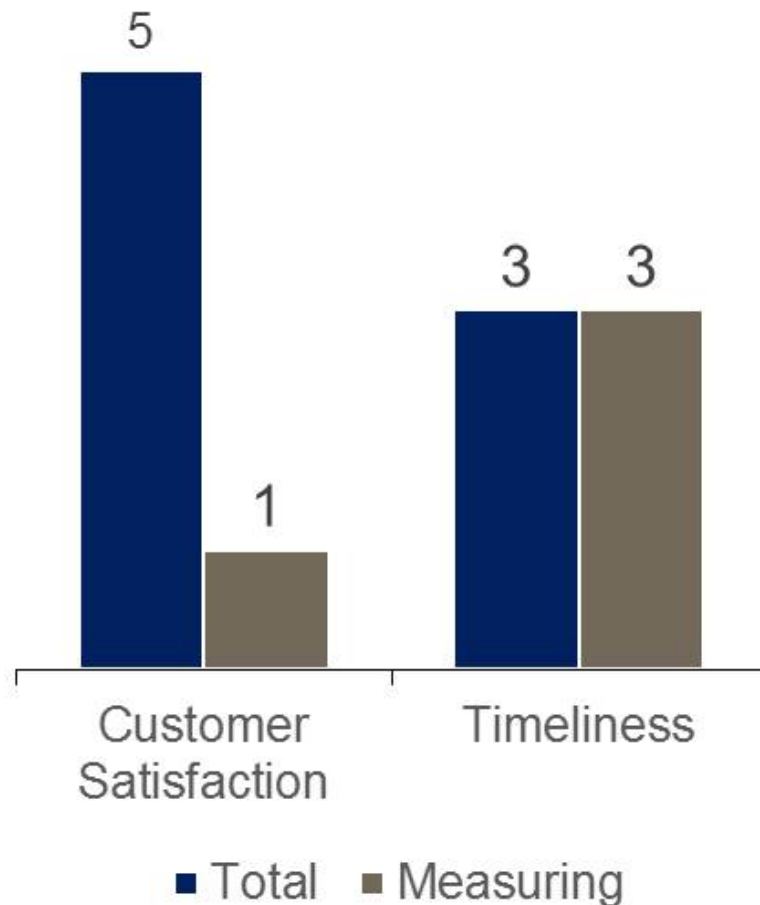
Core Services not measured	What has prevented you from measuring this service?	What action are you taking to start measuring?	Due Date	Who Owns this Action	Status (Enter monthly update with initials and date):
Business/ Professional Licenses: in-person & by mail	These customer groups equal 4% of DOL's customer population, and are served through numerous systems, processes and offices. DOL chose to delay surveying these customers till succeeding at our driver and vehicle surveying and improvement action routine.	1. Establish survey governance team so remaining core services can be measured via best survey approaches learned from previous approaches.	11/30/15	Kathleen Drew, AD of BPD	Complete. Governance team held 2 work sessions in Nov. (jz 121415)
		2. Survey 1 of professional licensee customer groups, analyze and report results at 5/3/16 Results Review.	05/03/16	Kathleen Drew, AD of BPD	Not started (jz121415)
Driver Records for Law Enforcement		3	06/30/16	Julie Knittle, AD of PSD	
Vehicle Records for Law Enforcement		4	06/30/16	Julie Knittle, AD of PSD	
Firearms Records for Law Enforcement		5	06/30/16	Kathleen Drew, AD of BPD	
Revenue Collection from Fuel Tax Payers		6	06/30/16	Kathleen Drew, AD of BPD	

Measure 1.2: Increase percentage of core services where timeliness is measured to 100% by June 30, 2016

Vehicle Records for Law Enforcement		7	06/30/16		
Revenue Collection from Fuel Tax Payers		8	06/30/16		

OMWBE Current State:

Core Services



Closing the Gap

- Mapping core services
- Identifying appropriate measurement methods
- ETA: April 30, 2016

Share Best Practices:

Council members begin sharing so DOL can share with all agencies

- How have you gotten your most useful and actionable customer feedback?
 - Include how you overcame any challenges
- What is your best advice to other agencies for measuring timeliness?
- What action will you be taking to measure a core service you're not measuring?

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