



DEPARTMENT OF

**MANAGEMENT SERVICES**

ADMINISTRATIVE AGENCY FOR FLORIDA GOVERNMENT

# People First Customer Survey

*Surveying State Employees about  
their Experience with People First*

- Service Center Performance
  - Web site Performance
- Overall Expectations vs. Experience

*May 3, 2007*



## Agenda

- Background
- Survey Design
- Survey Implementation
- Survey Findings
- Closing Remarks





## Background

- There have been many opinions and stories about the performance of People First
- We embarked on this survey to better understand if what we are hearing has basis in statistical customer data
- We set out with the objective to verify what is going well, and what, if anything, should change moving forward



DEPARTMENT OF

**MANAGEMENT SERVICES**

ADMINISTRATIVE AGENCY FOR FLORIDA GOVERNMENT

Background

☒ **Survey Design**

Survey Implementation

Survey Findings

Closing Remarks

## Survey Design

- Customer Experience = Product + Service



+





## Survey Design

*Customer Experience = Product + Service*

- Product Attributes are those things, tangible and intangible, the customer feels is of value
  - Availability
  - Accuracy
  - Easy-to-Understand
  - Easy-to-Use
  - Ability to Accomplish What I Wanted to Do





# Survey Design

*Customer Experience = Product + Service*

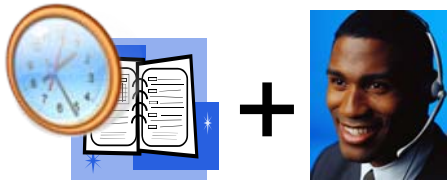
- Service Attributes help build relationships and trust between the service provider and the customer
  - Friendly
  - Listened Well
  - Helpful
  - Speed of Service
  - Checked for my Satisfaction



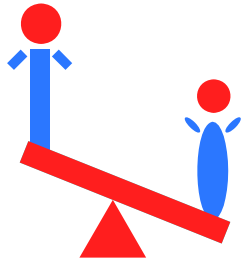


## Survey Design

- 5-Point Scale was utilized to determine the level of satisfaction, and overall experience vs. expectation



Extremely Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Extremely Dissatisfied
---------------------	-----------	-----------------------------------	--------------	------------------------



Exceeded Most All Expectations	Exceeded Some Expectations	Met Most/All Expectations	Failed Some Expectations	Failed Most All Expectations
--------------------------------	----------------------------	---------------------------	--------------------------	------------------------------





## Survey Implementation

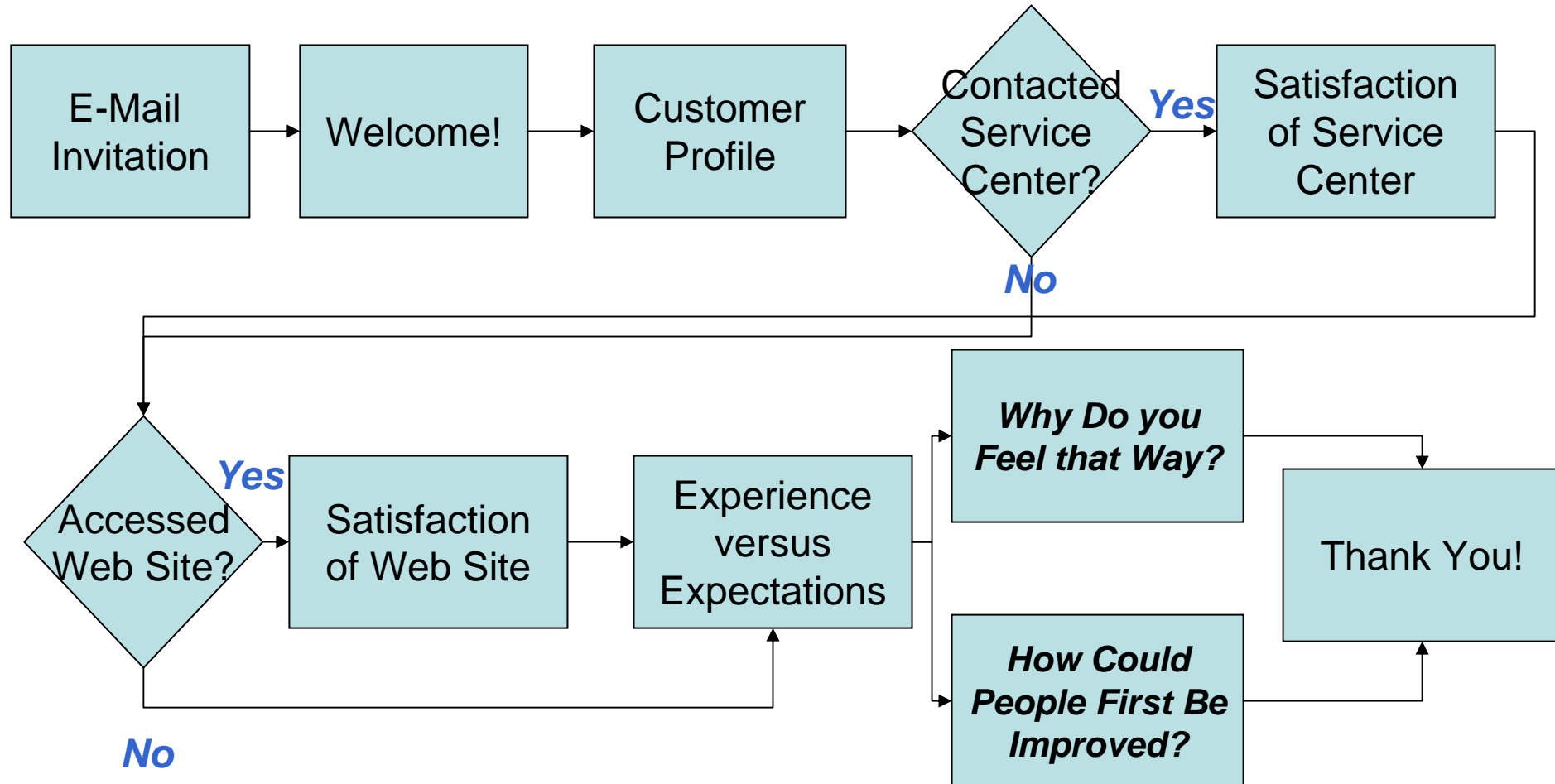
- The target survey population was 73,000 active state employees with verified e-mail addresses. Of these employees, we e-mailed a random sample of 20,000 to ensure a statistically sound response.
- We e-mailed survey invitations in batches of 5,000 to employees starting Friday, April 13th. The survey closed out on Friday, April 20<sup>th</sup>
- We surpassed the required statistically valid return sample by Tuesday afternoon at 12:59 p.m. with 3,330 responses. This satisfied a 95 percent confidence level with a two percent margin of error. This level of confidence and error was achieved for all 11 survey attributes.





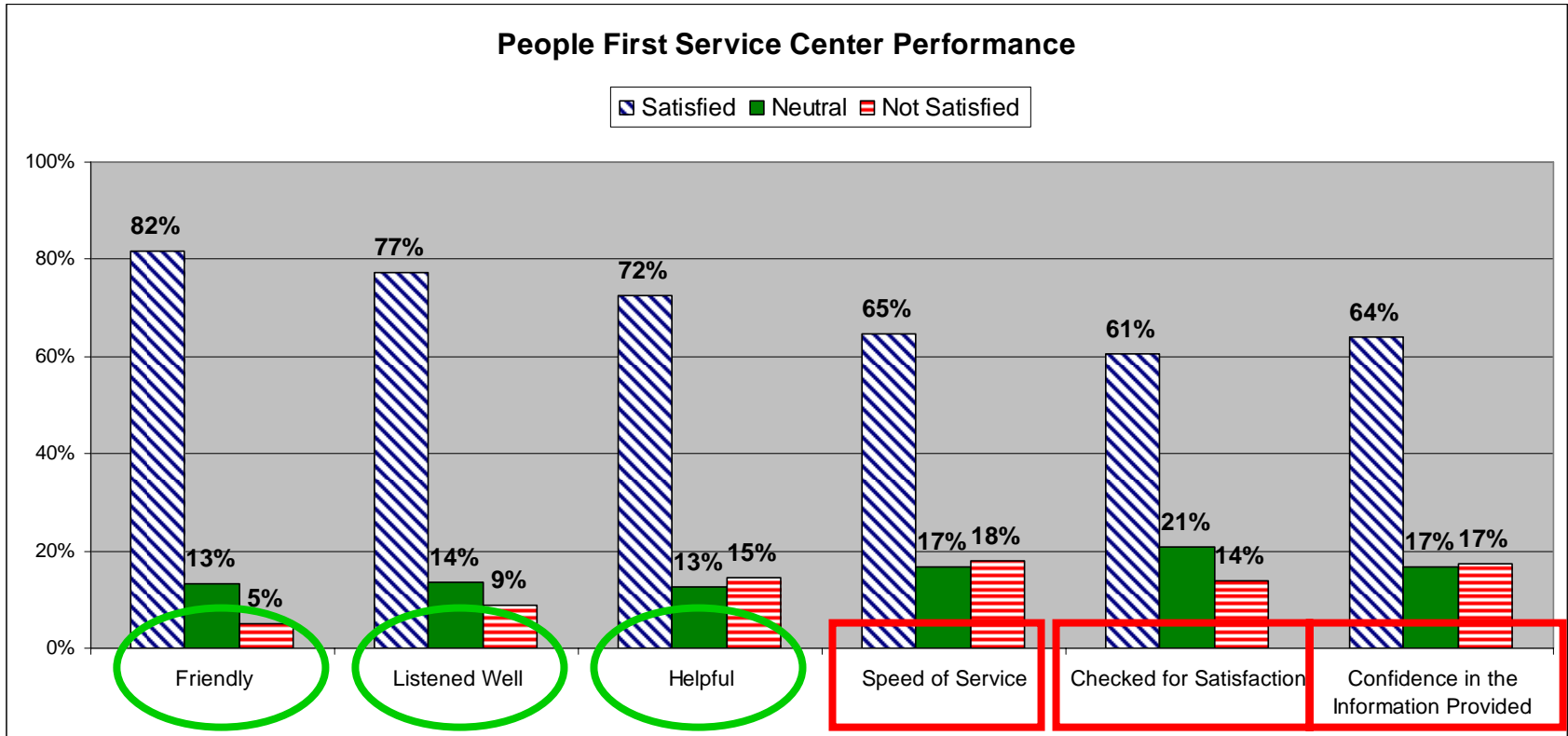
- Background
- Survey Design
- ☑ Survey Implementation**
- Survey Findings
- Closing Remarks

# Survey Implementation





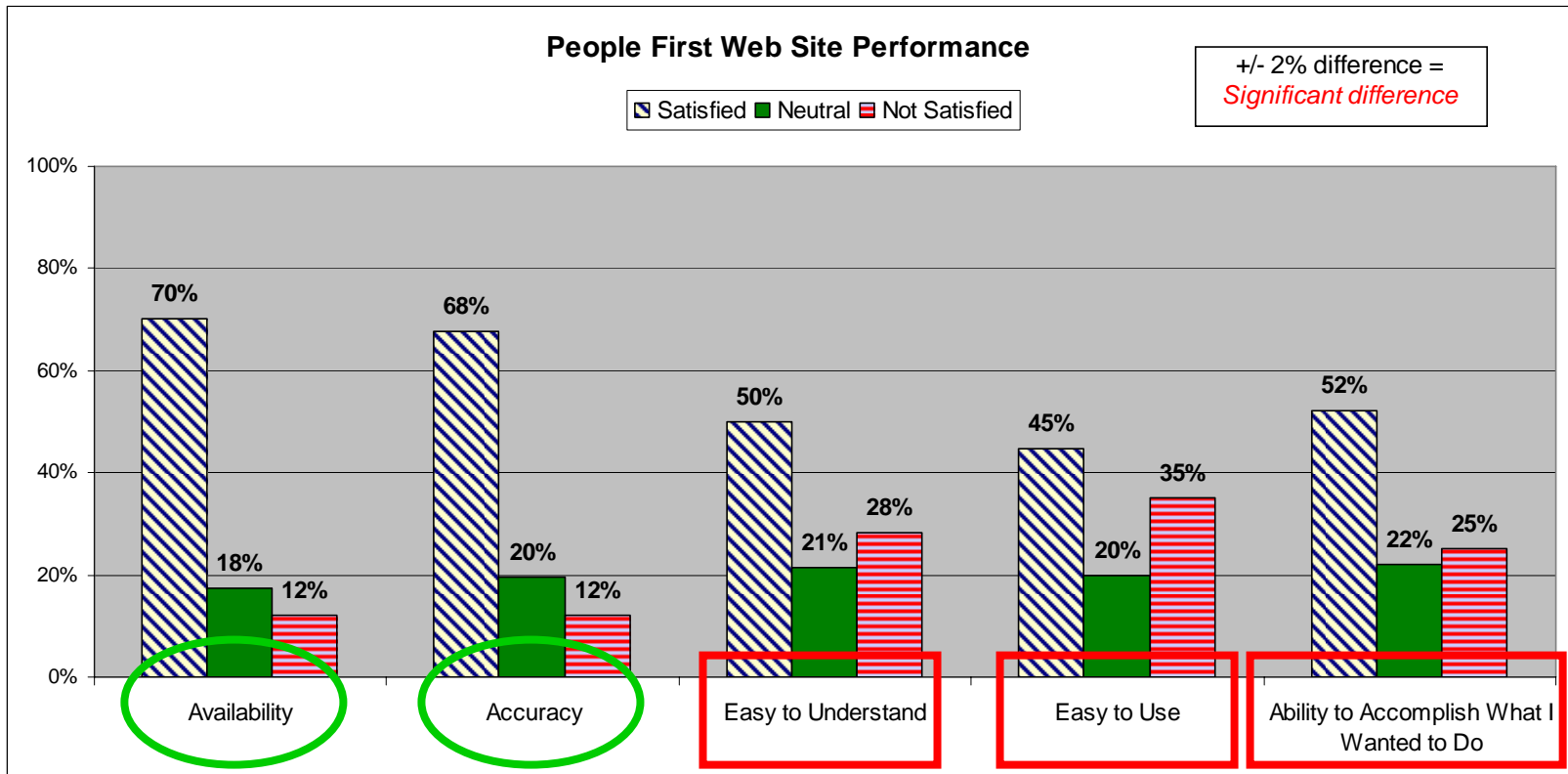
## Survey Findings - Service Center



- 70% Satisfied or Extremely Satisfied
- 16% Neither Satisfied or Dissatisfied
- 13% Dissatisfied or Extremely Dissatisfied



## Survey Findings - *Web Site Satisfaction*

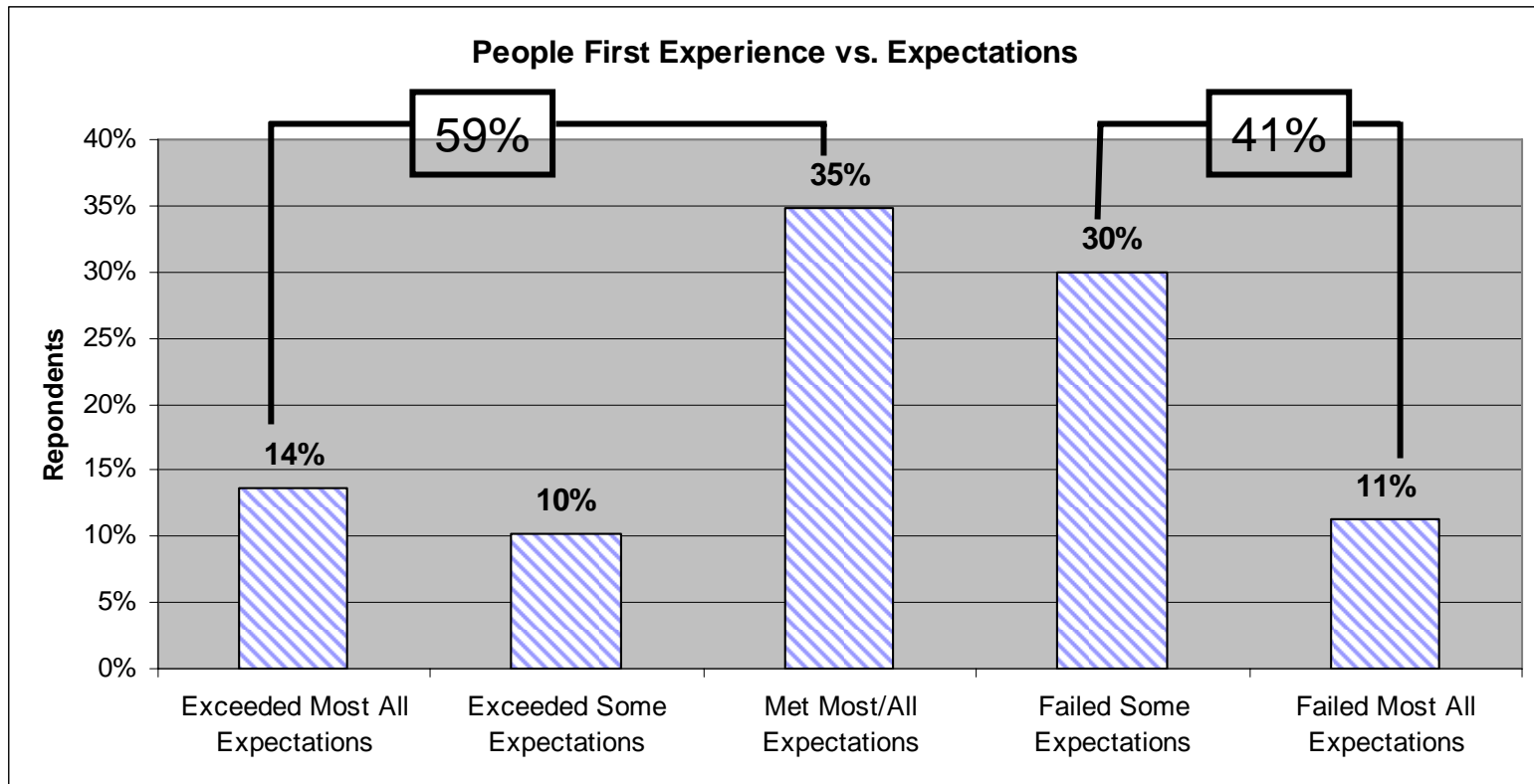


- 57% Satisfied or Extremely Satisfied
- 20% Neither Satisfied or Dissatisfied
- 23% Dissatisfied or Extremely Dissatisfied



# Survey Findings

## *Experience vs. Expectations*





## Survey Findings

### *Open Ended Comments*

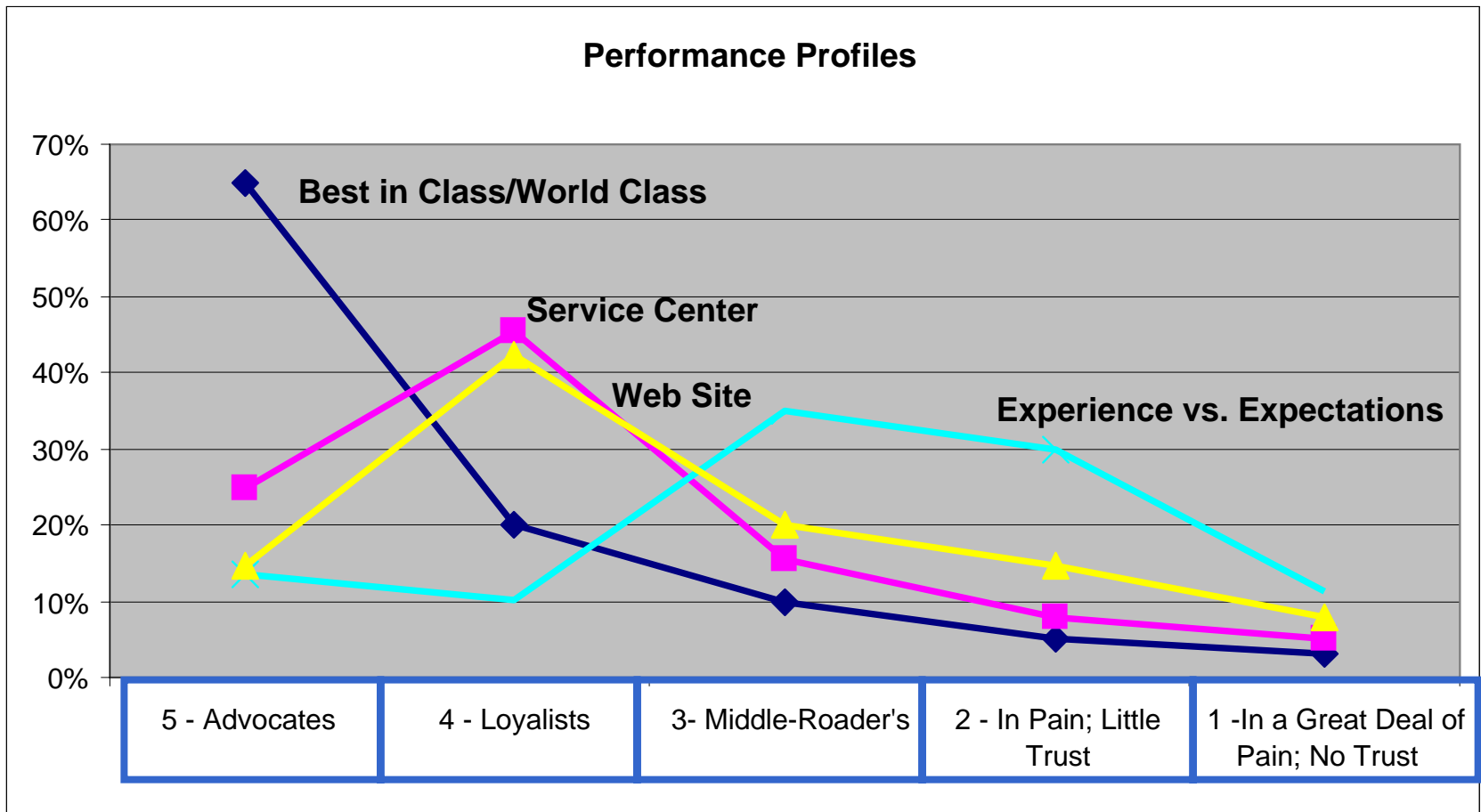
<i>Open Ended Question Responses</i>	<i>Positive Comment</i>	<i>Timesheets</i>	<i>Hiring/ Screening Process</i>	<i>Service Center Performance</i>	<i>System Performance Issues</i>	<i>Other</i>	<i>No Suggestions</i>	<i>Total Count</i>
Why do You feel this way?	658	n/a	207	359	1,228	496	6	2,954
How could People First be improved?	93	409	122	263	767	605	145	2,404

- 86% made comment of “Why do You Feel this Way?”
- 70% made comment to “How could People First be Improved?”

\* Open Ended Comments as of 4/17 @ 12:59 PM



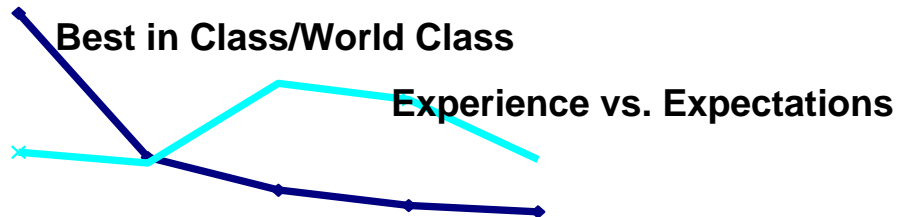
## Closing Remarks







## Closing Remarks



- To move the present “Experience vs. Expectations” profile to a “Best in Class/World Class” profile, it will be necessary to reinforce strengths and aggressively address shortfalls
- **Strengths:** Friendly, Listen Well and Helpful in the Service Center; Availability and Accuracy in the Web Site
- **Shortfalls:** Speed of Service, Check for my Satisfaction and Confidence in Information Provided in the Service Center; Easy to Understand, Easy to Use, Ability to Accomplish What I Wanted to Do in the Web Site
- Also, it will take a commitment by all parties concerned to stay at pace with the customer experience of what People First is expected by the customer to deliver each day



# People First Customer Survey

*Surveying State Employees about  
their Experience with People First*

- Service Center Performance
  - Web site Performance
- Overall Expectations vs. Experience

*May 3, 2007*