

Agency Mission: Sustainable Quality Jobs for All Oregonians at Least Cost

KPM #9	CUSTOMER SERVICE - Percent of customers rating their satisfaction with the agency's customer service as "good" or "excellent": overall, timeliness, accuracy, helpfulness, expertise, availability of information	Measure since: 2006
Goal	IMPROVE CUSTOMER SERVICE AND MEASURE RESULTS.	
Oregon Context	Oregon Benchmarks: 35 – PUBLIC MANAGEMENT QUALITY.	
Data source	Result of independent survey done every 2 years.	
Owner	Central Operations Division, Jeanne Arana (503) 986-0039	

1. OUR STRATEGY

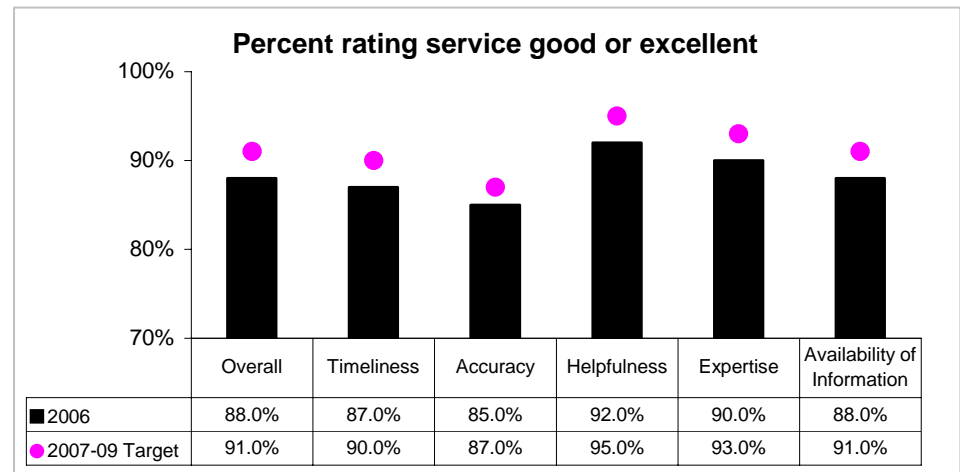
Improve customer service and measure results.

2. ABOUT THE TARGETS

The department has been measuring customer satisfaction biennially since 1997. In 2005, with guidance from the Progress Board, we reduced the number of survey questions. In 2006, we developed two surveys, one focusing on municipal customers and one on small business customers. This report gives the combined results of those surveys regarding the customer service questions required of state agencies by DAS. 2007-09 targets represent an increase over the positive results of the 2006 measure.

3. HOW WE ARE DOING

2006 results provide a baseline assessment using the new customer service questions. In 2006, 88% of customers rated the overall customer service of OECD as good or excellent. Results from the other five questions ranged from 85% to 92%.



4. HOW WE COMPARE

These DAS-required questions facilitate comparisons among state agencies. Other non-regulatory agencies reported similar results.

5. FACTORS AFFECTING RESULTS

In general, also distinguishing the responses of "good" vs. "excellent" will likely be informative for agencies. Overall, OECD received more ratings of "excellent" than of "good."

6. WHAT NEEDS TO BE DONE

OECD circulated results internally and externally, and will continue striving to provide great service.

7. ABOUT OUR CUSTOMER SERVICE SURVEY

The following provides additional summary information: a) Name of primary survey: Oregon Economic and Community Development Department – Customer Survey; b) Conducted independently by BNRResearch; c) Completed in early 2007, the study addressed customers from July 2005 to June 2006; d)

AGENCY NAME: Oregon Economic & Community Development Department (OECD)

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II. KEY MEASURE ANALYSIS

Municipal partners and end users of the agency's programs and services were surveyed; e) a random sampling procedure was used in building the customer list for the survey; f) there were over 200 actual respondents.