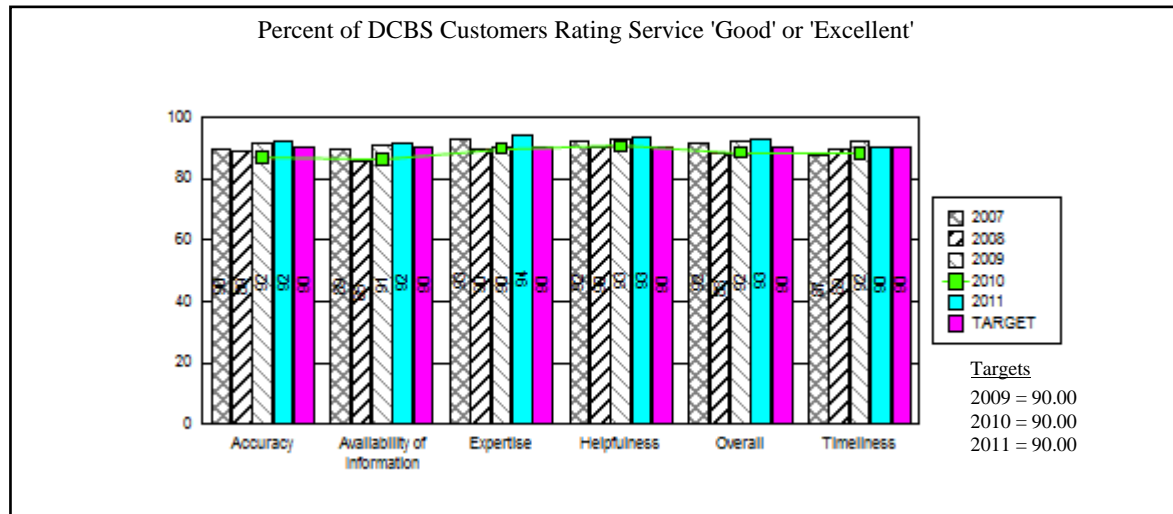


KPM #14	CUSTOMER SERVICE – Percent of customers rating their satisfaction with the agency’s customer service as “good” or “excellent”: overall customer service, timeliness, accuracy, helpfulness, expertise, and availability of information.	2007
Goal	DCBS Goal #3: Be accountable to the public we serve, with excellent service to our customers.	
Oregon Context	DCBS Mission: To protect and serve Oregon's consumers and workers while supporting a positive business climate in the state.	
Data Source	Customer service survey results are maintained in the DCBS Internet Survey Tool and division spreadsheets.	
Owner	Mark Long, DCBS Deputy Director, 503-947-7872	



1. OUR STRATEGY

Provide excellent service in every customer interaction by focusing on customer service as a strategy to achieve department goals.

2. ABOUT THE TARGETS

DCBS set aggressive targets of 90 percent for all categories because excellent customer service is a high priority.

3. HOW WE ARE DOING

The department's overall rating of 92.7 percent is a very strong performance, especially since many of our customers are entities we regulate, audit, or inspect. Our ongoing focus on customer satisfaction has resulted in consistently high ratings since measurement began in 2007. We conduct customer satisfaction surveys in a number of areas within DCBS, such as the Division of Finance and Corporate Securities, which received an overall satisfaction score of 100 percent, and Oregon OSHA consultants, who received an overall satisfaction score of 99 percent – the highest for both since tracking began.

4. HOW WE COMPARE

Comparable data from other states is not available. Since all state agencies use these same metrics to measure customer satisfaction, we hoped to compare DCBS survey results with similarly situated state agencies of a regulatory nature. However, in consultation with performance measure experts at the Department of Administrative Services, we learned that this particular measure needs to reach some degree of stability before we could have reasonable confidence in comparisons among Oregon agencies. Further, even among regulatory agencies, the customers being surveyed and the methods for conducting surveys may be quite different, making meaningful comparisons between agencies difficult. Therefore, no comparisons with other agencies are included in this report.

5. FACTORS AFFECTING RESULTS

Many of the customers we survey are entities that we regulate, which could affect our results. However, even though we have a regulatory relationship with many of our customers, we have continued to perform well on this measure. Further, many of our customers are individuals we are helping with complaints, and the outcome of the complaint can influence how the customer rates our service. We try to mitigate this effect by managing expectations and making it a priority to do everything we can to provide customers with a high level of service, even if the customer may not get the desired outcome. The response rate for these surveys can also impact results. We encourage our customers to provide us with feedback by responding to our surveys, but the percent of customers who respond to surveys is often low.

6. WHAT NEEDS TO BE DONE

We will continue to focus on customer service and find ways to improve our already high level of performance. All new DCBS employees attend a customer service workshop that helps them develop the attitude and skills needed to provide our customers with excellent service. Also, providing excellent customer service is one of our three major goals at DCBS and is highly integrated into our work environment. This focus on customer service ensures we meet, and exceed, customer service expectations.

7. ABOUT THE DATA

DCBS uses an assortment of surveys to collect this data. Each of the department's major divisions surveys customers and collects data independently and then reports the survey results as part of this overall measure. For 2011, five of the agency's divisions and several of their sub-units provided data for the measure, based on surveys of their customers.

Participating divisions were Oregon OSHA (surveys to two customer groups), Insurance Division (surveys to three customer groups), Workers' Compensation Division (surveys to two customer groups), Building Codes Division (surveys to six customer groups), and the Division of Finance and Corporate Securities (surveys to four customer groups). This allows us to ensure that the same customer groups are included each year and to preserve trending from year to year. Data from each division is combined to give an agency-wide value using each division's full-time employees as a weight to reflect the divisions' relative level of service to Oregonians and the customers being served. Data for individual divisions is available on request. Survey data is collected annually or quarterly and is reported for the Oregon fiscal year (July 1-June 30).