



# Oregon Workforce System Customer Satisfaction Performance Measures Summary Report

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## Work Group Members

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Other Members:

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## Customer Satisfaction: The Issue

In 2013, the Governor's Office and Oregon Workforce Investment Board asked the Oregon Employment Department to develop and implement a series of redesigned workforce performance measures to meet the needs of the evolving workforce system. A total of nine measures have been identified.

Two of Oregon's new workforce system performance measures focus on the degree to which customers of the system – both individuals and businesses – are satisfied with the services they receive. This information can be gathered through a survey, which should be consistent across workforce agencies, minimize response burden on customers, and meet legislative requirements for customer satisfaction performance measures.

The final surveys will include several questions, but responses to two or three of the questions should be part of the workforce system's "key" performance measures, as approved by the Oregon Workforce Investment Board. There were many operational details (e.g. timing, frequency, data reporting) that needed discussion and resolution.

## About the Group

The Customer Satisfaction Performance Measure Work Group is comprised of individuals who represent the employment and training programs in the workforce system. This group met weekly in April through June of 2014 in order to create definitions for the customer satisfaction performance measure.

## Scope and Operational Details of Customer Satisfaction Surveys

The customer satisfaction surveys will be collected electronically through a web-based survey. Once a month an invitation to complete the survey will be sent to all appropriate customers via email.





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For the purpose of the surveys, **businesses** include the employers who are looking for an employee or assistance for their employees – through job listings, work experience sites, worker training, layoff assistance, etc. – from the workforce system.

Businesses surveys will be sent to all business that have either (a) closed a job listing or finished their DHS activity within the last 30 days, or (b) received an employee-support service such as worker training or layoff assistance. We will only survey each contact person in each business once each year unless the business enters a new program area. For the purpose of the surveys there are two program areas: DHS and Worksource Oregon.

For the purpose of the surveys, **individuals** include any person who walks through the physical or electronic door of any workforce system agency or program.

The survey of individuals will be sent to all those who registered with a program during the past 30 days. We will only survey individuals once each year unless they enter a new program area. For the purpose of the surveys there are three program areas: DHS, UI, and Worksource Oregon.

## Customer Satisfaction Performance Measure Recommendations

The work group recommends including two indicators for business satisfaction and two indicators for individual satisfaction in the redesigned workforce system performance measures.

For businesses: The responses to the Business survey questions six and eight (see below) will be the two business satisfaction indicators.

For individuals: The responses to the Individual survey questions seven and ten (see below) will be the two individual satisfaction indicators.

## Business Satisfaction Survey Questions

The first question is only asked of JOBS Plus employers and employers who post a job listing on iMatchSkills. The question is: Did you hire an employee through (JOBS Plus or Worksource Oregon)? (*Answer options: Yes / No / Don't Know*)

- a. (If yes) How satisfied were you with the person you hired? (*very satisfied / somewhat satisfied / somewhat dissatisfied / very dissatisfied*)
- b. (If no) Why not? (*open-ended*)

*All business customers receive the remaining questions:*

1. How do you rate the timeliness of the services provided by the (agency\*)? (*excellent / good / fair / poor / don't know*)





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2. How do you rate the ability of the (agency\*) to provide services correctly the first time? (*excellent / good / fair / poor / don't know*)
3. How do you rate the helpfulness of (agency\*) staff? (*excellent / good / fair / poor / don't know*)
4. How do you rate the knowledge and expertise of (agency\*) staff? (*excellent / good / fair / poor / don't know*)
5. How do you rate the availability of information at (agency\*)? (*excellent / good / fair / poor / don't know*)
6. How do you rate the overall quality of service provided by (agency\*)? (*excellent / good / fair / poor / don't know*)
7. If you have job openings in the future, how likely is it that you would list your job openings with the (agency\*)? (*very likely / somewhat likely / not likely / very unlikely / don't know*)
8. How likely would you be to recommend our services to your fellow business owners? (*very likely / somewhat likely / not likely / very unlikely / don't know*)
9. Do you have any other comments? (*open-ended*)

\*Agency would be populated with Worksource Oregon or the name of the DHS program (JOBS Plus, Work Experience, Supported Work), as appropriate.

## Individual Satisfaction Survey Questions

All individuals will receive the following

1. How do you rate your first impression of (agency\*)? (*excellent / good / fair / poor / don't know*)
2. How do you rate the timeliness of the services provided by the (agency\*)? (*excellent / good / fair / poor / don't know*)
3. How do you rate the ability of the (agency\*) to provide services correctly the first time? (*excellent / good / fair / poor / don't know*)
4. How do you rate the helpfulness of (agency\*) staff? (*excellent / good / fair / poor / don't know*)
5. How do you rate the knowledge and expertise of (agency\*) staff? (*excellent / good / fair / poor / don't know*)
6. How do you rate the availability of information at (agency\*)? (*excellent / good / fair / poor / don't know*)
7. How do you rate the overall quality of service provided by (agency\*)? (*excellent / good / fair / poor / don't know*)





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8. Do you feel that the services you received from the (agency\*) were helpful to you with finding a job? *(Yes / No / Not Applicable)*

9. Could we have done anything to better help you? *(open-ended)*

10. If one of your best friends were looking for a job in the future, how likely would you be to recommend our services? *(very likely | somewhat likely | not likely | very unlikely | don't know)*

\*Agency would be populated with Worksource Oregon, Unemployment Insurance, or the name of the DHS program (JOBS Plus, Work Experience, Supported Work), as appropriate.

