

## **Florida's Customer Satisfaction Survey For the Workforce Investment Act**

The Florida Customer Satisfaction Survey was created by a workgroup chaired by Labor Market Statistics. It consisted of local Workforce Development Board Executive Directors, local Board Staff, and staff from Workforce Florida Incorporated. Florida's Customer Satisfaction Survey is designed to comply with the Workforce Investment Act of 1998 and to provide Employers, Participants, and Program Operators with a measure of customer satisfaction with services.

In accordance with the WIA, each state must set specific goals for customer satisfaction and negotiate those goals with the U.S. Department of Labor. To gauge the effectiveness of statewide WIA programs and compare customer satisfaction among all 50 states, the U.S. Department of Labor elected to use the American Customer Satisfaction Index (ACSI). **The ACSI is a weighted average of the first three questions of the Florida Customer Satisfaction Survey.**

### **Results**

During the first the quarters of program year 2001-2002, results from 5,110 Employers, 3,970 Participants, and 8,886 Labor Exchange Applicants indicate that Florida is meeting its negotiated goals for customer satisfaction. Florida's negotiated goal for Employers is 65.00. The state achieved an American Customer Satisfaction Index for Employers of 74.19. In other words, Florida has exceeded its negotiated index for Employers by 9.19. Employer satisfaction scores have shown an increase over the past twelve months.

The results for Florida's Participants are also encouraging. Florida's negotiated index for participants is 68.00. The state achieved a score of 76.3. In this case, Florida has outperformed its negotiated rate by 8.37.

Results from Labor Exchange Applicants indicate a moderate level of satisfaction with services statewide. Applicants rated services with a score of 71.35.

The American Customer Satisfaction Index (ACSI) is a measure required by the U.S. Department of Labor. This Index is based on a weighted average of the answers to the first three questions of the Florida Customer Satisfaction Survey. When fully implemented nationally, it will allow comparison of customer satisfaction among all 50 states.

Scores and comments from Employers indicate that:

- They want referrals screened more thoroughly to match the qualifications they list on their job orders.
- They wish to be contacted within a short amount of time if an office is unable to refer a qualified applicant.
- They wish to receive qualified applicants shortly after placing job orders.

Scores and comments from Participants indicate that:

- They were satisfied with services overall.
- They wished to be more informed of services available to them.
- They did not view all services as helpful in getting a job.

Scores and comments from Labor Exchange Applicants indicate that:

- Many wish to be clearly informed about services.
- Many wish to receive respectful, courteous service from office staff.
- Many do not like long phone message systems. They desire more personal service.
- Many are unfamiliar or uncomfortable with computerized service delivery.

Attached is a year-to-date summary of the mandatory measures. Scores are rated as follows:

Rating	Range of Scores
Very Satisfied	9 – 10
Satisfied	7 – 8
Somewhat Satisfied	5 – 6
Dissatisfied	3 – 4
Very Dissatisfied	1 – 2

March-02

**Results of the  
Customer Satisfaction Survey  
Required Questions**

Answers to the the following questions are required by the Workforce Investment Act:

1. Overall, how satisfied are you with the services you received?
2. How well did the services you received meet your expectations?
3. How well did the services you received compare to your ideal?

<b>Workforce Board</b>	<b>Number of Employer Responses</b>	<b>Average Employer Score</b>	<b>Number of Participant Responses</b>	<b>Average Participant Score</b>	<b>Number of Applicant Responses</b>	<b>Average Applicant Score</b>
1	215	7.88	216	7.94	398	7.26
2	199	7.95	80	8.21	373	7.49
3	163	8.34	137	8.54	278	7.71
4	181	7.60	206	8.60	353	7.43
5	142	7.65	151	7.50	399	7.23
6	145	7.62	150	7.38	261	7.44
7	105	8.10	71	7.65	381	7.09
8	259	7.65	200	8.26	388	7.30
9	144	7.19	114	8.06	362	7.56
10	250	7.71	127	8.31	384	7.16
11	213	7.67	239	7.94	402	7.35
12	277	7.60	188	7.60	404	7.26
13	255	7.86	93	7.46	401	7.42
14	257	7.45	161	7.14	395	7.26
15	275	7.60	199	7.76	388	7.22
16	217	7.53	40	7.57	380	7.19
17	241	7.77	120	6.76	373	7.58
18	241	7.27	118	7.81	347	7.01
19	162	7.61	37	8.80	332	7.65
20	230	7.52	296	7.98	356	7.43
21	256	7.45	320	7.45	365	7.14
22	255	7.31	123	7.82	412	7.57
23	186	7.30	446	7.72	390	7.90
24	242	7.44	138	8.17	364	7.47
State	5,110	7.61	3,970	7.83	8,886	7.37
<b>ACSI Score</b>	<b>74.19</b>		<b>76.37</b>		<b>71.35</b>	

Each question is rated on a score of 1 to 10 as shown below. The scores for the three questions are then averaged.

Rating	Range of Scores
Very Satisfied	9 – 10
Satisfied	7 – 8
Somewhat Satisfied	5 – 6
Dissatisfied	3 – 4
Very Dissatisfied	1 – 2

**MARCH**                      **2,002**  
**WAGNER PEYSER**                      **STANDARDS**                      **DEVELOPMENT**  
**WORKSHEET**

<i>COLUMN 1</i>	<i>COLUMN 2</i>	<i>COLUMN 3</i>	<i>COLUMN 4</i>	<i>COLUMN 5</i>	<i>COLUMN 6</i>	<i>COLUMN 7</i>	<i>COULMN 8</i>	<i>COULMN 9</i>
<b>EMPLOYERS</b>	<b>NUMBER</b>	<b>Emp. Served</b>	<b>JOB OPNG'S.</b>	<b>JOB OPNG'S.</b>	<b>PERCENT</b>	<b>WAGE AT</b>	<b>LLSIL/</b>	<b>ENTERED</b>
<b>SERVED</b>	<b>EMPLOYERS</b>	<b>Involvement</b>	<b>RECEIVED</b>	<b>FILLED</b>	<b>OPENINGS</b>	<b>PLACEMENT</b>	<b>FAMILY</b>	<b>EMPLOY.</b>
	<b>DOR</b>	<b>Rate</b>			<b>FILLED</b>		<b>OF 3</b>	<b>WAGE RATE</b>

<b>data source:</b>	<b>(MIS #117)</b>	<b>(MIS #016)</b>	<b>CALCULATED</b>	<b>(MIS #122)</b>	<b>(MIS #123)</b>	<b>(MIS #130)</b>	<b>MIS #173</b>	<b>BLS/USDOL</b>	<b>COLUMN H/I</b>
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**WORKFORCE BOARD**

1	543	2,419	22.4%	2,261	1,707	75.4 \$	8.30 \$	9.62	86.3%
2	486	1,694	28.7%	1,886	893	47.3 \$	7.92 \$	9.81	80.7%
3	381	1,012	37.6%	1,923	1,632	84.8 \$	7.88 \$	9.37	84.1%
4	449	1,494	30.1%	1,955	1,003	51.3 \$	8.00 \$	9.75	82.1%
5	423	2,203	19.2%	4,727	4,982	105.3 \$	7.76 \$	10.04	77.3%
6	235	1,133	20.7%	1,041	937	90.0 \$	8.11 \$	9.64	84.1%
7	193	1,211	15.9%	497	772	155.3 \$	8.05 \$	9.49	84.8%
8	1,939	7,833	24.8%	7,522	5,116	68.0 \$	9.62 \$	10.04	95.8%
9	406	2,352	17.3%	1,199	613	51.1 \$	8.40 \$	9.83	85.5%
10	764	3,450	22.1%	3,256	1,943	59.6 \$	8.00 \$	9.68	82.6%
11	519	4,851	10.7%	1,529	1,117	73.0 \$	8.10 \$	9.89	81.9%
12	2,137	12,785	16.7%	6,155	4,054	65.8 \$	8.78 \$	10.21	86.0%
13	1,452	3,915	37.1%	4,497	2,742	60.9 \$	10.96 \$	10.14	108.1%
14	1,490	7,707	19.3%	5,704	3,255	57.0 \$	8.30 \$	10.74	77.3%
15	1,631	9,139	17.8%	8,432	5,312	62.9 \$	7.85 \$	10.44	75.2%
16	863	5,072	17.0%	2,676	1,348	50.3 \$	8.48 \$	9.82	86.4%
17	661	4,602	14.4%	3,915	2,844	72.6 \$	8.20 \$	9.83	83.4%
18	1,017	5,235	19.4%	3,150	2,045	64.9 \$	8.93 \$	10.49	85.1%
19	390	1,535	25.4%	2,025	495	24.4 \$	7.21 \$	9.71	74.3%
20	1,480	4,247	34.8%	6,681	4,726	70.7 \$	8.89 \$	9.99	89.0%
21	1,795	10,347	17.3%	7,605	4,350	57.1 \$	9.12 \$	10.63	85.8%
22	2,513	13,932	18.0%	11,715	5,750	49.0 \$	10.12 \$	10.95	92.4%
23	10,050	14,664	68.5%	31,443	25,554	81.2 \$	9.21 \$	11.02	83.6%
24	1,232	6,760	18.2%	11,928	9,411	78.8 \$	9.69 \$	10.20	95.0%

<b>STW</b>	<b>33,129</b>	<b>129,592</b>	<b>25.6%</b>	<b>141,272</b>	<b>92,665</b>	<b>65.5 \$</b>	<b>8.90 \$</b>	<b>10.35</b>	<b>86.0%</b>
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	MARCH		2,002				
	WAGNER PEYSER		STANDARDS	DEVELOPMENT			
	COLUMN 10	COLUMN 11	COLUMN 12	COLUMN 13	COLUMN 14	COLUMN 15	COLUMN 16
	INDIVIDUALS	IND. PLCD.	INDIVIDUALS	*TOTAL ENT.	PERCENT	TOTAL NEW HIRES	NEW HIRE
	REGISTERED	AND OBTAINED	WORKING AFTER	EMPLOYMENT	TOTAL ENT.	REPORTED	INVOLVEMENT
		EMPLOYMENT	REPT. SERVICE		EMP/REG.	DOR NEW HIRE	RATE
data source:	(MIS #035)	(MIS #062)	(MIS #081)	(CALCULATED)	(CALCULATED)	(MIS 180)	(CALCULATED)
<b>WORKFORCE BOARD</b>							
24	35,205	12,737	1,168	13,905	39.5%	95,667	14.5%
23	154,007	50,085	3,767	53,852	35.0%	179,256	30.0%
1	21,582	6,958	440	7,398	34.3%	33,049	22.4%
8	66,306	19,908	2,784	22,692	34.2%	111,560	20.3%
5	18,410	4,916	1,257	6,173	33.5%	23,069	26.8%
20	27,131	7,991	994	8,985	33.1%	48,148	18.7%
13	28,231	7,902	794	8,696	30.8%	37,656	23.1%
10	26,416	7,379	713	8,092	30.6%	31,492	25.7%
18	23,025	5,674	1,304	6,978	30.3%	59,244	11.8%
11	16,023	4,336	491	4,827	30.1%	44,143	10.9%
3	8,353	1,922	571	2,493	29.8%	6,126	40.7%
9	14,136	3,836	360	4,196	29.7%	19,695	21.3%
6	7,561	2,033	149	2,182	28.9%	6,465	33.8%
7	7,562	1,744	248	1,992	26.3%	6,699	29.7%
14	48,838	9,320	3,231	12,551	25.7%	88,310	14.2%
15	62,795	11,840	4,056	15,896	25.3%	109,412	14.5%
22	78,359	16,793	2,326	19,119	24.4%	132,946	14.4%
2	13,103	2,661	515	3,176	24.2%	17,310	18.3%
21	51,155	10,182	2,080	12,262	24.0%	98,264	12.5%
16	21,355	4,196	854	5,050	23.6%	37,645	13.4%
12	98,588	18,818	3,555	22,373	22.7%	172,372	13.0%
19	7,929	948	752	1,700	21.4%	16,444	10.3%
4	12,902	1,977	771	2,748	21.3%	14,271	19.3%
17	29,740	3,700	2,446	6,146	20.7%	47,296	13.0%
<b>STW</b>	<b>844,601</b>	<b>216,578</b>	<b>35,626</b>	<b>252,204</b>	<b>29.9%</b>	<b>1,436,539</b>	<b>17.6%</b>

\*INCLUDES ALL PLACEMENTS,  
OBTAINED, AND THOSE WHO  
WENT TO WORK FOLLOWING A  
REPORTABLE SERVICE

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