

## 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 Workforce Investment Act (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.** Click on the ACSI web site at <http://www.bus.umich.edu/research/nqrc/acsi.html> for more information.

### Results

During program year 2000-2001, results from 5,480 Employers and 4,315 Participants indicate that Florida is meeting its negotiated goals for customer satisfaction. Florida's negotiated goal for Employers is 64.00. The state achieved an American Customer Satisfaction Index for Employers of 68.69. In other words, Florida has exceeded its negotiated index for Employers by 4.69.

The results for Florida's Participants are encouraging. Florida's negotiated index for participants is 67.00. The state achieved a score of 76.69. In this case, Florida has outperformed its negotiated rate by 9.69. See the following pages for a detailed breakout of the results.

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 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 Employers indicate that:

- They were less satisfied with services than participants.
- 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.

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

**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 your 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>
1	108	7.39	177	7.73
2	246	7.62	95	7.81
3	120	8.27	209	8.58
4	243	7.84	301	8.37
5	111	7.17	93	7.39
6	19	6.58	112	8.15
7	115	7.21	102	8.59
8	312	6.94	274	8.12
9	140	6.97	68	8.13
10	331	7.82	148	8.00
11	137	6.61	239	7.62
12	345	7.12	232	7.51
13	324	7.66	165	8.06
14	301	6.53	163	7.09
15	356	6.72	176	7.87
16	256	6.64	95	7.19
17	193	7.11	211	7.35
18	213	6.76	252	7.99
19	94	7.07	71	7.98
20	223	7.27	234	8.11
21	342	6.98	278	7.69
22	345	6.81	198	7.66
23	340	7.28	252	7.47
24	266	7.10	170	8.35
State	5,480	7.14	4,315	7.87
ACSI Score	68.69		76.69	

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

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

**July 2000 - June 2001  
Customer Satisfaction Survey Results**

<b>Employer Questions</b>	<b>WDR 1</b>	<b>WDR 2</b>	<b>WDR 3</b>	<b>WDR 4</b>	<b>WDR 5</b>	<b>WDR 6</b>	<b>WDR 7</b>	<b>WDR 8</b>	<b>WDR 9</b>	<b>WDR 10</b>	<b>WDR 11</b>	<b>WDR 12</b>
1 Overall, how satisfied are you with the services you received from (office name)?	7.77	7.84	8.59	8.23	7.56	6.89	7.57	7.36	7.30	8.07	6.97	7.38
2 Think about what you expected from (office name). How well did the services you received meet your expectations?	7.25	7.65	8.09	7.77	7.13	6.63	7.03	6.82	7.05	7.77	6.60	7.21
3 Think about the ideal services for businesses like yours. How well did the services you received from (office name) compare to your ideal?	7.15	7.37	8.13	7.53	6.81	6.21	7.02	6.64	6.56	7.61	6.26	6.77
4 Overall, how would you rate (office name) in serving you in a timely manner?	8.06	8.43	8.9	8.77	7.74	7.53	8.29	8.04	7.54	8.66	7.47	7.87
5 Overall, how would you rate (office name) in responding to your needs?	7.80	8.03	8.47	8.42	7.32	6.74	7.40	7.42	7.21	8.34	6.97	7.52
6 Overall, how would you rate (office name) in referring suitable/appropriate applicants?	6.53	6.95	7.31	6.92	6.26	5.89	6.11	5.76	6.12	6.58	5.74	5.99
7 Overall, how would you rate (office name) in providing the services you requested?	7.56	7.78	8.43	8.31	7.19	6.42	7.14	7.09	7.19	8.09	6.74	7.25
8 Overall, how would you rate (office name) in providing the services that helped you hire employees?	6.44	6.98	7.38	8.84	6.21	5.89	6.38	5.65	5.83	6.82	5.38	5.83
9 How likely are you to recommend (office name) to a colleague?	7.81	8.33	8.69	8.59	7.77	7.79	7.58	7.50	7.43	8.49	7.58	7.72
<b>Average of Federally Required Questions (1, 2 and 3)</b>	<b>7.39</b>	<b>7.62</b>	<b>8.27</b>	<b>7.84</b>	<b>7.17</b>	<b>6.58</b>	<b>7.21</b>	<b>6.94</b>	<b>6.97</b>	<b>7.82</b>	<b>6.61</b>	<b>7.12</b>
<b>Average of all questions</b>	<b>7.37</b>	<b>7.71</b>	<b>8.22</b>	<b>7.93</b>	<b>7.11</b>	<b>6.67</b>	<b>7.17</b>	<b>6.92</b>	<b>6.92</b>	<b>7.83</b>	<b>6.63</b>	<b>7.06</b>

**July 2000 - June 2001  
Customer Satisfaction Survey Results**

<b>Employer Questions</b>	<b>WDR 13</b>	<b>WDR 14</b>	<b>WDR 15</b>	<b>WDR 16</b>	<b>WDR 17</b>	<b>WDR 18</b>	<b>WDR 19</b>	<b>WDR 20</b>	<b>WDR 21</b>	<b>WDR 22</b>	<b>WDR 23</b>	<b>WDR 24</b>
1 Overall, how satisfied are you with the services you received from (office name)?	8.06	6.89	7.26	7.13	7.51	7.19	7.34	7.76	7.38	7.22	7.64	7.54
2 Think about what you expected from (office name). How well did the services you received meet your expectations?	7.61	6.45	6.58	6.45	7.03	6.68	7.04	7.17	6.92	6.75	7.23	6.95
3 Think about the ideal services for businesses like yours. How well did the services you received from (office name) compare to your ideal?	7.32	6.25	6.32	6.33	6.80	6.41	6.84	6.88	6.63	6.46	6.98	6.82
4 Overall, how would you rate (office name) in serving you in a timely manner?	8.47	7.12	7.73	7.51	7.84	7.63	7.76	8.04	8.13	7.69	7.88	7.91
5 Overall, how would you rate (office name) in responding to your needs?	7.97	6.85	7.10	7.12	7.39	6.99	7.44	7.62	7.11	7.06	7.46	7.27
6 Overall, how would you rate (office name) in referring suitable/appropriate applicants?	6.56	5.54	5.74	5.68	6.04	5.77	5.96	6.16	5.52	5.63	6.35	5.88
7 Overall, how would you rate (office name) in providing the services you requested?	7.75	6.44	6.73	6.80	7.10	6.85	7.23	7.26	6.99	6.63	7.22	7.14
8 Overall, how would you rate (office name) in providing the services that helped you hire employees?	6.82	5.27	5.51	5.63	5.81	5.31	5.90	6.23	5.35	5.36	6.41	5.68
9 How likely are you to recommend (office name) to a colleague?	8.27	6.93	7.20	7.43	7.64	7.46	7.66	7.87	7.44	7.48	7.95	7.71
<b>Average of Federally Required Questions (1, 2 and 3)</b>	<b>7.66</b>	<b>6.53</b>	<b>6.72</b>	<b>6.64</b>	<b>7.11</b>	<b>6.76</b>	<b>7.07</b>	<b>7.27</b>	<b>6.98</b>	<b>6.81</b>	<b>7.28</b>	<b>7.10</b>
<b>Average of all questions</b>	<b>7.65</b>	<b>6.42</b>	<b>6.69</b>	<b>6.67</b>	<b>7.02</b>	<b>6.70</b>	<b>7.02</b>	<b>7.22</b>	<b>6.83</b>	<b>6.70</b>	<b>7.24</b>	<b>6.99</b>

## July 2000 - June 2001 Customer Satisfaction Survey Results

Jobseeker Survey Questions	WDR 1	WDR 2	WDR 3	WDR 4	WDR 5	WDR 6	WDR 7	WDR 8	WDR 9	WDR 10	WDR 11	WDR 12	WDR 13
1 Overall, how satisfied are you with the services you received from (office name)?	8.06	8.05	8.82	8.61	7.80	8.41	8.89	8.42	8.47	8.30	7.86	7.87	8.43
2 Think about what you expected from (office name). How well did the services you received meet your expectations?	7.78	7.83	8.53	8.45	7.28	8.21	8.66	8.15	8.04	7.91	7.54	7.38	7.99
3 Think about the ideal services for other people in your circumstances. How well did the services you received from (office name) compare to your ideal?	7.35	7.54	8.37	8.05	7.11	7.82	8.24	7.80	7.87	7.78	7.47	7.28	7.75
4 Overall, how would you rate (office name) in informing you of available services?	7.36	7.95	8.14	7.90	7.38	7.54	8.11	7.77	8.03	7.86	7.56	7.65	7.77
5 Overall, how would you rate (office name) in providing access to the services and materials you needed?	8.18	8.42	8.87	8.60	8.32	8.45	8.62	8.32	8.37	8.23	7.97	7.83	8.60
6 Overall, how would you rate (office name) in providing useful information and services?	7.81	8.16	8.68	8.46	7.86	8.37	8.57	8.23	8.34	8.44	7.81	7.91	8.29
7 Overall, how would you rate (office name) in providing correct information?	8.08	7.88	8.74	8.87	8.48	8.87	8.60	8.61	8.56	8.45	8.08	8.10	8.37
8 Overall, how would you rate (office name) in providing you with services that helped you get a job?	6.82	7.55	8.18	8.17	7.39	7.62	8.04	7.29	7.35	7.43	6.74	6.92	7.32
9 Overall, how would you rate (office name) in serving you in a timely manner?	7.93	8.34	8.67	8.78	7.98	8.52	8.75	8.38	8.31	8.35	8.21	7.97	8.22
10 Overall, how would you rate (office name) in treating you with respect?	8.68	8.80	9.44	9.23	9.09	9.27	9.27	9.11	9.07	9.08	8.97	8.96	9.25
11 Overall, how would you rate (office name) in having a knowledgeable staff?	8.28	8.22	8.97	8.75	8.47	8.88	8.88	8.86	8.57	8.57	8.31	8.31	8.69
<b>Average of Federally Required Questions (1, 2, and 3)</b>	<b>7.73</b>	<b>7.81</b>	<b>8.58</b>	<b>8.37</b>	<b>7.39</b>	<b>8.15</b>	<b>8.59</b>	<b>8.12</b>	<b>8.13</b>	<b>8.00</b>	<b>7.62</b>	<b>7.51</b>	<b>8.06</b>
<b>Average of all questions</b>	<b>7.85</b>	<b>8.07</b>	<b>8.50</b>	<b>8.53</b>	<b>7.92</b>	<b>8.36</b>	<b>8.60</b>	<b>8.27</b>	<b>8.27</b>	<b>8.22</b>	<b>7.86</b>	<b>7.83</b>	<b>8.24</b>

## July 2000 - June 2001 Customer Satisfaction Survey Results

Jobseeker Survey Questions	WDR 14	WDR 15	WDR 16	WDR 17	WDR 18	WDR 19	WDR 20	WDR 21	WDR 22	WDR 23	WDR 24
1 Overall, how satisfied are you with the services you received from (office name)?	7.41	8.16	7.34	7.66	8.35	8.07	8.40	8.10	7.98	7.85	8.75
2 Think about what you expected from (office name). How well did the services you received meet your expectations?	6.96	7.78	7.12	7.25	7.94	7.99	7.92	7.61	7.62	7.31	8.23
3 Think about the ideal services for other people in your circumstances. How well did the services you received from (office name) compare to your ideal?	6.89	7.66	7.13	7.15	7.69	7.89	8.01	7.35	7.37	7.27	8.06
4 Overall, how would you rate (office name) in informing you of available services?	6.71	7.40	6.74	7.28	7.38	7.83	8.04	7.95	7.42	7.36	8.08
5 Overall, how would you rate (office name) in providing access to the services and materials you needed?	7.39	8.11	7.41	8.00	8.20	8.23	8.38	8.05	7.77	7.64	8.67
6 Overall, how would you rate (office name) in providing useful information and services?	7.23	7.83	7.32	7.77	8.10	8.31	8.55	8.00	7.82	7.59	8.57
7 Overall, how would you rate (office name) in providing correct information?	7.23	8.24	7.54	8.07	8.57	8.56	8.65	8.31	8.07	7.95	8.79
8 Overall, how would you rate (office name) in providing you with services that helped you get a job?	6.06	6.93	6.71	6.78	7.15	7.23	7.65	6.78	6.75	7.18	7.55
9 Overall, how would you rate (office name) in serving you in a timely manner?	7.58	8.04	7.34	7.88	8.40	8.45	8.50	8.08	7.56	7.79	8.58
10 Overall, how would you rate (office name) in treating you with respect?	8.47	8.88	8.35	8.77	9.17	8.96	9.25	8.96	8.71	8.95	9.32
11 Overall, how would you rate (office name) in having a knowledgeable staff?	7.80	8.18	7.99	8.30	8.94	8.66	8.83	8.64	8.3	8.13	8.95
<b>Average of Federally Required Questions (1, 2, and 3)</b>	<b>7.09</b>	<b>7.87</b>	<b>7.19</b>	<b>7.35</b>	<b>7.99</b>	<b>7.98</b>	<b>8.11</b>	<b>7.69</b>	<b>7.66</b>	<b>7.47</b>	<b>8.35</b>
<b>Average of all questions</b>	<b>7.25</b>	<b>7.93</b>	<b>7.36</b>	<b>7.72</b>	<b>8.17</b>	<b>8.20</b>	<b>8.38</b>	<b>7.99</b>	<b>7.76</b>	<b>7.73</b>	<b>8.50</b>

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