

## **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 seven months of program year 2001-2002, results from 4,534 Employers, 3,446 Participants, and 7,887 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 74.14. In other words, Florida has exceeded its negotiated index for Employers by 9.14. 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 76.49. In this case, Florida has outperformed its negotiated rate by 8.49.

Results from Labor Exchange Applicants indicate a moderate level of satisfaction with services statewide. Applicants rated services with a score of 70.98.

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

**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?

Workforce Board	Number of Employer Responses	Average Employer Score	Number of Participant Responses	Average Participant Score	Number of WP Applicant Responses	Average WP Applicant Score
1	191	7.84	200	7.99	349	7.24
2	173	7.97	54	8.44	326	7.43
3	143	8.41	113	8.52	249	7.69
4	149	7.65	176	8.52	314	7.38
5	116	7.53	129	7.54	352	7.17
6	117	7.60	138	7.47	234	7.36
7	93	7.99	57	7.69	341	7.05
8	241	7.76	185	8.31	351	7.27
9	114	7.19	97	8.02	317	7.49
10	225	7.72	104	8.37	337	7.17
11	196	7.67	209	7.85	353	7.36
12	252	7.62	164	7.70	360	7.27
13	235	7.85	79	7.32	355	7.35
14	232	7.40	146	7.21	357	7.15
15	247	7.55	175	7.84	344	7.22
16	194	7.53	28	7.70	337	7.14
17	213	7.75	94	6.80	325	7.54
18	217	7.27	114	7.83	313	6.91
19	143	7.51	30	8.58	292	7.66
20	211	7.55	250	7.98	316	7.37
21	222	7.39	286	7.44	325	7.05
22	224	7.33	115	7.78	366	7.69
23	169	7.31	390	7.72	347	7.87
24	217	7.42	113	8.17	327	7.41
State	4,534	7.61	3,446	7.84	7,887	7.34
<b>ACSI Score</b>		<b>74.14</b>		<b>76.49</b>		<b>70.98</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

## WIA/Labor Exchange Employer Customer Satisfaction February 2002

Employer 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)?	8.24	8.52	8.75	7.94	8.03	7.92	8.34	8.12	7.61	8.17	7.99	8.11	8.29
2 Think about what you expected from (office name). How well did the services you received meet your expectations?	7.59	7.69	8.24	7.61	7.34	7.54	7.90	7.61	6.90	7.47	7.53	7.36	7.73
3 Think about the ideal services for businesses like yours. How well did the services you received from (office name) compare to your ideal?	7.70	7.69	8.26	7.39	7.22	7.34	7.72	7.56	7.06	7.52	7.48	7.38	7.52
4 Overall, how would you rate (office name) in serving you in a timely manner?	8.54	8.77	9.06	8.38	8.04	8.40	8.80	8.41	8.06	8.43	8.35	8.34	8.54
5 Overall, how would you rate (office name) in responding to your needs?	8.31	8.64	8.62	8.18	7.93	8.16	8.57	8.10	7.75	8.08	8.09	8.00	8.32
6 Overall, how would you rate (office name) in referring suitable/appropriate applicants?	6.85	6.80	7.45	6.88	6.55	6.38	6.88	6.45	6.10	6.55	6.71	6.37	6.83
7 Overall, how would you rate (office name) in providing the services you requested?	7.87	8.31	8.43	7.90	7.73	7.84	8.32	7.82	7.25	7.90	7.83	7.62	8.06
8 Overall, how would you rate (office name) in providing the services that helped you hire employees?	6.95	6.76	7.67	6.80	6.95	6.67	7.09	6.74	6.04	6.44	6.64	6.68	7.07
9 How likely are you to recommend (office name) to a colleague?	8.34	8.54	9.00	8.23	8.12	8.28	8.33	8.18	7.58	8.22	8.10	8.31	8.65
<b>Average of Federally Required Questions (1, 2 and 3)</b>	<b>7.84</b>	<b>7.97</b>	<b>8.42</b>	<b>7.65</b>	<b>7.53</b>	<b>7.60</b>	<b>7.99</b>	<b>7.76</b>	<b>7.19</b>	<b>7.72</b>	<b>7.67</b>	<b>7.62</b>	<b>7.85</b>
<b>Average of all questions</b>	<b>7.82</b>	<b>7.97</b>	<b>8.39</b>	<b>7.70</b>	<b>7.55</b>	<b>7.61</b>	<b>8.00</b>	<b>7.67</b>	<b>7.15</b>	<b>7.64</b>	<b>7.64</b>	<b>7.57</b>	<b>7.89</b>

## WIA/Labor Exchange Employer Customer Satisfaction February 2002

Employer 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)?	7.73	7.94	8.02	8.17	7.78	7.98	8.05	8.01	7.66	7.69	7.91
2 Think about what you expected from (office name). How well did the services you received meet your expectations?	7.28	7.45	7.39	7.67	7.06	7.38	7.43	7.21	7.29	7.09	7.19
3 Think about the ideal services for businesses like yours. How well did the services you received from (office name) compare to your ideal?	7.19	7.27	7.20	7.42	6.97	7.17	7.16	6.96	7.04	7.14	7.17
4 Overall, how would you rate (office name) in serving you in a timely manner?	8.08	8.32	8.49	8.39	8.09	8.03	8.18	8.21	8.07	8.07	8.27
5 Overall, how would you rate (office name) in responding to your needs?	7.77	8.08	8.10	8.11	7.71	7.92	7.89	7.73	7.77	7.75	8.01
6 Overall, how would you rate (office name) in referring suitable/appropriate applicants?	6.26	6.53	6.37	6.67	5.91	6.62	6.44	6.09	6.36	6.51	6.42
7 Overall, how would you rate (office name) in providing the services you requested?	7.39	7.58	7.60	7.95	7.17	7.64	7.43	7.25	7.33	7.31	7.55
8 Overall, how would you rate (office name) in providing the services that helped you hire employees?	6.35	6.70	6.44	6.78	5.70	6.38	6.52	5.97	6.56	6.38	6.30
9 How likely are you to recommend (office name) to a colleague?	7.96	8.35	8.22	8.30	7.82	8.11	7.96	7.84	7.96	7.68	7.98
<b>Average of Federally Required Questions (1, 2 and 3)</b>	<b>7.40</b>	<b>7.55</b>	<b>7.53</b>	<b>7.75</b>	<b>7.27</b>	<b>7.51</b>	<b>7.55</b>	<b>7.39</b>	<b>7.33</b>	<b>7.31</b>	<b>7.42</b>
<b>Average of all questions</b>	<b>7.34</b>	<b>7.58</b>	<b>7.54</b>	<b>7.72</b>	<b>7.13</b>	<b>7.47</b>	<b>7.45</b>	<b>7.25</b>	<b>7.34</b>	<b>7.29</b>	<b>7.42</b>

## WIA Participant Customer Satisfaction February 2002

WIA Participant 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
1 Overall, how satisfied are you with the services you received from (office name)?	8.26	8.85	8.79	8.73	7.76	7.62	7.86	8.51	8.24	8.53	8.23	8.09
2 Think about what you expected from (office name). How well did the services you received meet your expectations?	7.94	8.33	8.62	8.56	7.50	7.46	7.56	8.30	7.99	8.35	7.68	7.50
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?	7.78	8.15	8.14	8.27	7.36	7.33	7.65	8.12	7.82	8.22	7.63	7.51
4 Overall, how would you rate (office name) in informing you of available services?	7.52	8.19	8.27	8.19	7.56	7.09	7.07	7.82	7.93	8.04	7.74	7.47
5 Overall, how would you rate (office name) in providing access to the services and materials you needed?	8.09	8.61	8.73	8.83	7.83	7.55	7.84	8.46	8.55	8.78	8.23	7.99
6 Overall, how would you rate (office name) in providing useful information and services?	7.95	8.57	8.47	8.69	7.60	7.72	7.68	8.42	8.10	8.41	7.96	7.74
7 Overall, how would you rate (office name) in providing correct information?	8.11	8.59	8.72	8.81	8.05	8.19	7.93	8.72	8.47	8.85	8.27	7.71
8 Overall, how would you rate (office name) in providing you with services that helped you get a job?	7.03	7.59	8.15	8.10	7.06	7.01	7.02	7.55	8.09	7.62	6.85	6.84
9 Overall, how would you rate (office name) in serving you in a timely manner?	8.15	8.74	8.54	8.70	7.34	7.93	7.74	8.24	8.21	8.62	8.21	7.47
10 Overall, how would you rate (office name) in treating you with respect?	8.96	9.15	9.36	9.32	8.52	8.72	8.51	9.23	9.02	9.18	9.03	8.77
11 Overall, how would you rate (office name) in having a knowledgeable staff?	8.25	8.85	8.74	9.13	8.02	8.44	7.93	8.83	8.68	8.93	8.45	8.07
<b>Average of Federally Required Questions (1, 2, and 3)</b>	<b>7.99</b>	<b>8.44</b>	<b>8.52</b>	<b>8.52</b>	<b>7.54</b>	<b>7.47</b>	<b>7.69</b>	<b>8.31</b>	<b>8.02</b>	<b>8.37</b>	<b>7.85</b>	<b>7.70</b>
<b>Average of all questions</b>	<b>8.00</b>	<b>8.51</b>	<b>8.59</b>	<b>8.67</b>	<b>7.69</b>	<b>7.74</b>	<b>7.71</b>	<b>8.38</b>	<b>8.28</b>	<b>8.50</b>	<b>8.03</b>	<b>7.74</b>

## WIA Participant Customer Satisfaction February 2002

WIA Participant Survey Questions	WDR 13	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)?	7.61	7.60	8.19	7.89	7.24	8.11	8.63	8.30	7.76	8.03	8.06	8.38
2 Think about what you expected from (office name). How well did the services you received meet your expectations?	7.39	7.11	7.79	7.64	6.74	7.77	8.60	7.86	7.31	7.61	7.69	8.16
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?	6.96	6.94	7.54	7.57	6.43	7.61	8.50	7.79	7.25	7.70	7.42	7.98
4 Overall, how would you rate (office name) in informing you of available services?	7.62	6.80	7.63	7.43	7.24	7.18	8.27	7.98	7.40	7.99	7.45	7.84
5 Overall, how would you rate (office name) in providing access to the services and materials you needed?	7.90	7.60	7.95	8.04	7.51	8.18	8.50	8.38	8.05	8.20	7.68	8.30
6 Overall, how would you rate (office name) in providing useful information and services?	7.75	7.28	7.75	7.96	7.20	8.05	8.83	8.32	7.80	8.21	7.91	8.06
7 Overall, how would you rate (office name) in providing correct information?	7.70	7.43	8.26	8.25	7.48	8.41	9.03	8.48	7.97	8.36	8.29	8.60
8 Overall, how would you rate (office name) in providing you with services that helped you get a job?	6.81	6.36	7.01	7.21	5.97	6.79	8.43	7.43	6.71	7.49	7.06	7.53
9 Overall, how would you rate (office name) in serving you in a timely manner?	7.89	7.21	8.17	8.11	7.47	8.59	8.57	8.22	7.67	8.23	8.10	8.61
10 Overall, how would you rate (office name) in treating you with respect?	8.75	8.29	8.86	8.93	8.91	9.04	9.03	9.15	8.65	9.02	9.27	9.12
11 Overall, how would you rate (office name) in having a knowledgeable staff?	7.97	7.70	8.39	8.43	8.01	8.58	8.70	8.62	8.24	8.75	8.56	8.81
<b>Average of Federally Required Questions (1, 2, and 3)</b>	<b>7.32</b>	<b>7.22</b>	<b>7.84</b>	<b>7.70</b>	<b>6.81</b>	<b>7.83</b>	<b>8.58</b>	<b>7.98</b>	<b>7.44</b>	<b>7.78</b>	<b>7.73</b>	<b>8.17</b>
<b>Average of all questions</b>	<b>7.67</b>	<b>7.30</b>	<b>7.96</b>	<b>7.95</b>	<b>7.29</b>	<b>8.03</b>	<b>8.65</b>	<b>8.23</b>	<b>7.71</b>	<b>8.14</b>	<b>7.95</b>	<b>8.31</b>

## Labor Exchange Applicant Customer Satisfaction February 2002

Applicant 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
1 Overall, how satisfied are you with the services you received from (office name)?	7.50	7.75	8.04	7.56	7.52	7.73	7.30	7.53	7.85	7.57	7.70	7.54
2 Think about what you expected from (office name). How well did the services you received meet your expectations?	7.22	7.36	7.58	7.38	7.20	7.35	6.96	7.18	7.39	7.02	7.28	7.33
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?	6.99	7.19	7.44	7.19	6.78	7.00	6.89	7.09	7.22	6.91	7.10	6.96
4 Overall, how would you rate (office name) in informing you of available services?	7.37	7.43	7.53	7.15	7.10	7.37	6.85	7.15	7.57	7.14	7.18	7.19
5 Overall, how would you rate (office name) in providing access to the services and materials you needed?	8.27	8.34	8.46	8.13	7.74	8.13	7.58	7.87	8.06	7.93	7.79	7.55
6 Overall, how would you rate (office name) in providing useful information and services?	7.80	8.03	7.95	7.91	7.61	7.92	7.15	7.78	7.86	7.52	7.54	7.54
7 Overall, how would you rate (office name) in providing correct information?	8.26	8.41	8.58	8.39	8.24	8.43	7.89	8.27	8.36	8.24	8.14	8.12
8 Overall, how would you rate (office name) in providing you with services that helped you get a job?	6.88	6.76	6.94	6.72	6.24	6.77	5.92	6.70	6.88	6.53	6.53	6.16
9 Overall, how would you rate (office name) in serving you in a timely manner?	7.87	8.16	8.50	8.05	7.65	8.50	7.98	7.96	8.09	7.98	8.12	7.86
10 Overall, how would you rate (office name) in treating you with respect?	8.91	9.02	9.22	8.85	8.78	9.14	8.94	8.90	9.03	8.89	8.99	8.69
11 Overall, how would you rate (office name) in having a knowledgeable staff?	8.44	8.34	8.90	8.43	8.21	8.70	8.25	8.40	8.67	8.22	8.36	8.27
<b>Average of Federally Required Questions (1, 2, and 3)</b>	<b>7.24</b>	<b>7.43</b>	<b>7.69</b>	<b>7.38</b>	<b>7.17</b>	<b>7.36</b>	<b>7.05</b>	<b>7.27</b>	<b>7.49</b>	<b>7.17</b>	<b>7.36</b>	<b>7.27</b>
<b>Average of all questions</b>	<b>7.77</b>	<b>7.90</b>	<b>8.11</b>	<b>7.80</b>	<b>7.54</b>	<b>7.92</b>	<b>7.44</b>	<b>7.71</b>	<b>7.91</b>	<b>7.64</b>	<b>7.70</b>	<b>7.56</b>

## Labor Exchange Applicant Customer Satisfaction February 2002

Applicant Survey Questions	WDR13	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)?	7.68	7.49	7.56	7.40	7.77	7.16	7.98	7.77	7.37	7.90	8.07	7.69
2 Think about what you expected from (office name). How well did the services you received meet your expectations?	7.35	7.18	7.15	7.06	7.51	6.94	7.55	7.34	7.04	7.84	7.77	7.38
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?	7.03	6.79	6.95	6.95	7.33	6.65	7.44	7.01	6.74	7.34	7.78	7.17
4 Overall, how would you rate (office name) in informing you of available services?	7.66	7.00	7.16	7.23	7.60	6.77	7.55	7.33	6.72	7.37	7.33	7.17
5 Overall, how would you rate (office name) in providing access to the services and materials you needed?	8.25	7.84	7.62	7.93	7.97	7.43	8.28	7.87	7.38	7.99	7.94	7.71
6 Overall, how would you rate (office name) in providing useful information and services?	7.76	7.31	7.49	7.53	7.80	7.10	8.22	7.60	7.23	7.67	7.90	7.58
7 Overall, how would you rate (office name) in providing correct information?	8.21	7.91	8.01	8.29	8.30	7.96	8.49	8.19	7.92	8.14	8.46	8.29
8 Overall, how would you rate (office name) in providing you with services that helped you get a job?	6.89	6.12	6.36	6.17	6.69	6.11	7.00	6.83	5.78	6.31	6.36	6.69
9 Overall, how would you rate (office name) in serving you in a timely manner?	8.12	7.87	7.87	7.76	7.97	7.67	8.51	8.15	7.36	7.91	8.26	8.15
10 Overall, how would you rate (office name) in treating you with respect?	8.81	8.64	8.74	8.82	8.96	8.59	9.23	9.02	8.46	8.54	9.02	8.99
11 Overall, how would you rate (office name) in having a knowledgeable staff?	8.27	7.99	8.06	7.97	8.52	7.88	8.78	8.44	7.99	8.08	8.74	8.43
<b>Average of Federally Required Questions (1, 2, and 3)</b>	<b>7.36</b>	<b>7.15</b>	<b>7.22</b>	<b>7.14</b>	<b>7.54</b>	<b>6.91</b>	<b>7.66</b>	<b>7.37</b>	<b>7.05</b>	<b>7.70</b>	<b>7.87</b>	<b>7.42</b>
<b>Average of all questions</b>	<b>7.82</b>	<b>7.47</b>	<b>7.53</b>	<b>7.55</b>	<b>7.86</b>	<b>7.29</b>	<b>8.10</b>	<b>7.78</b>	<b>7.27</b>	<b>7.74</b>	<b>7.97</b>	<b>7.75</b>

An equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers on this document may be reached by persons using TTY/TDD equipment via the Florida Relay Service at 711.