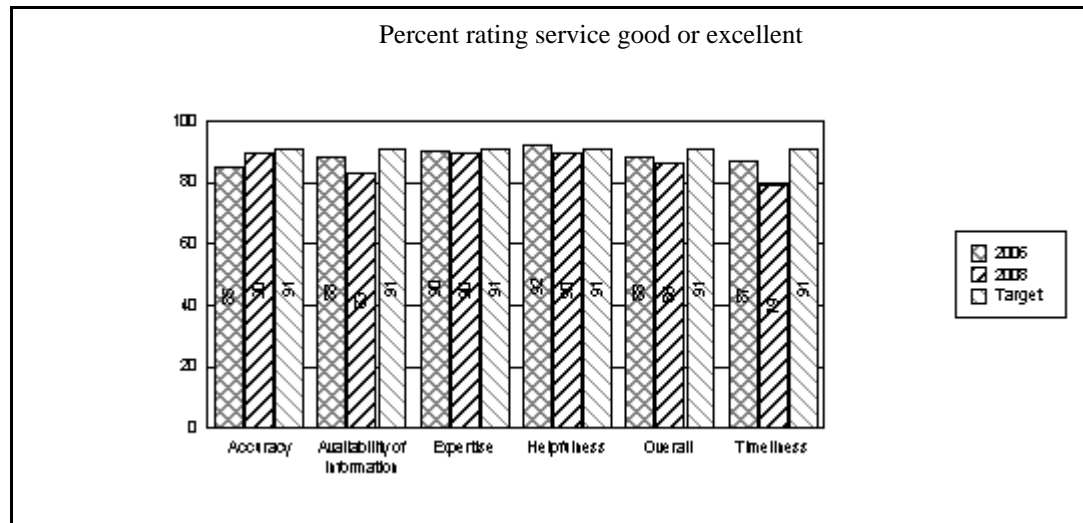


<b>KPM #10</b>	Percent of customers rating their satisfaction with the agency's customer service as "good" or "excellent": overall, timeliness, accuracy, helpfulness, expertise, availability of information.	2006
<b>Goal</b>	Improve Customer Service and Measure Results.	
<b>Oregon Context</b>	Oregon Benchmarks: 35 - Public Management Quality.	
<b>Data Source</b>	Result of an independent survey done every 2 years.	
<b>Owner</b>	Policy and Planning, Tawni Bean (503) 986-0149	



**1. OUR STRATEGY**

Improve customer service and measure results.

**2. ABOUT THE TARGETS**

The department has been measuring customer satisfaction biennially since 1997. In 2005, with guidance from the Progress Board, OECD reduced

the number of survey questions, and has integrated the customer service questions required of state agencies by DAS. 2007-09 targets represent an increase over the positive results of the 2006 measure.

### **3. HOW WE ARE DOING**

The data indicates we are close to target and consistent with past agency performance. Initial response to the customer service survey has been somewhat lower than usual, and the department will continue collecting more responses in early September.

### **4. HOW WE COMPARE**

These DAS-required questions may facilitate comparisons among state agencies. Other non-regulatory agencies reported similar results.

### **5. FACTORS AFFECTING RESULTS**

In general, also distinguishing the responses of “good” vs. “excellent” will likely be informative for agencies. Overall, OECD received more ratings of “excellent” than of “good.”

### **6. WHAT NEEDS TO BE DONE**

OECD circulates results internally and externally, and will continue striving to provide great service.

### **7. ABOUT THE DATA**

The following provides additional summary information: a) Name of primary survey: Oregon Economic and Community Development Department – Customer Survey; b) Conducted by the Department of Administrative Services; c) Completed in September 2008, the study addresses customers from July 2006 to June 2008; d) Municipal partners and end users of the agency’s programs and services were surveyed; e) an online survey was used and sample was based on available email addresses. At a 95% confidence level, the preliminary data indicates the following scores on a 1-5 scale (where 5 is excellent): timeliness (2.93 to 3.63); accuracy (3.20 to 3.77); helpfulness (3.41 to 3.87); expertise (3.23 to 3.80); availability of information (2.88 to 3.47); overall (3.02 to 3.60). Responses were significantly lower to date than last survey (29) - for additional agency customers, a phone survey will be conducted in September with a random sampling procedure.