

Attachment 6

Riverside County Economic Development Agency/Workforce Development Division  
Executive Summary Business Customer Satisfaction Survey 2016

## Business Customer Satisfaction Survey 2016 Executive Summary

August 2016

### Introduction

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The Information and Analysis Team conducted the ninth annual *Business Customer Satisfaction Survey* for the organization. This survey is intended to provide information from business customers on where the organization is excelling and areas that provide opportunities for improvement (OFI). It also provides a set of benchmarks for comparison purposes.

These summary results provide limited comparisons to the results from the annual survey conducted in 2010 through 2013 due to the restructuring of the survey questions in 2014. Results from questions carried over from prior years will be presented for trend analysis. The results from questions added in 2014 will be compared to the current data set.

### Survey Format

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An electronic survey was fielded on a quarterly basis to all businesses served by the Business Solutions Team (BST) during the quarter preceding the data collection period. Duplicates were removed from the mailing list to ensure a different group of businesses were surveyed each quarter. The four data collection periods were open for two weeks with one reminder sent to non-respondents at the midpoint of each period. To be counted, respondents were instructed to complete the survey by 5:00 PM on the cutoff date. Once the cutoff date and time was reached the survey was closed and further responses were not counted.

The results included in this report are aggregated across the four quarters of data collection for the 2015/2016 program year (July 1, 2015 to June 30, 2016). For reporting purposes, response choices are collapsed to illustrate discreet categories (e.g. strongly agree and agree are combined). Areas of excellence are identified as reaching a threshold of  $\geq 90\%$  and opportunities for improvement (OFI) as  $\leq 80\%$ .

### Survey Response Rate<sup>1</sup>

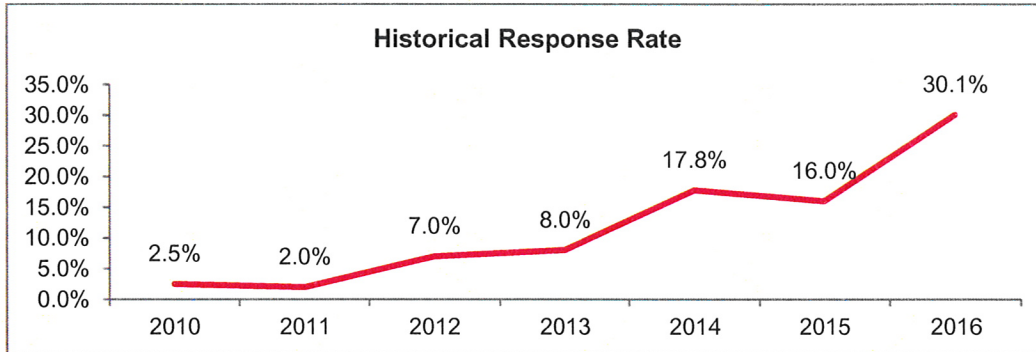
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Of the 176 business customers invited to participate, 53 (30%) returned completed surveys. Surveys that bounced back (incorrect email addresses) are excluded from the response rate calculation. As demonstrated in Figure 1, the response rates have increased twelve fold since 2010 and nearly doubled since implementing a quarterly data collection system in 2014. The response rate for the current survey is high enough to generalize the findings to the entire population of businesses served by the organization's BST.

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<sup>1</sup>The purpose of an annual survey within a comprehensive data collection system is to collect data from the customer at some point after they have received the service. It provides customer perspectives on how well the service delivery system responds to customer expectations at points in time after the customer has received the service. Experts differ on what is considered a 'good' response rate for the purpose of being able to generalize the findings to the entire customer population within the same cohort (for this survey the cohort of businesses are defined as all new businesses served during the one year time frame); however, anywhere from 10% to 25% is considered acceptable to do so.

**Figure 1**

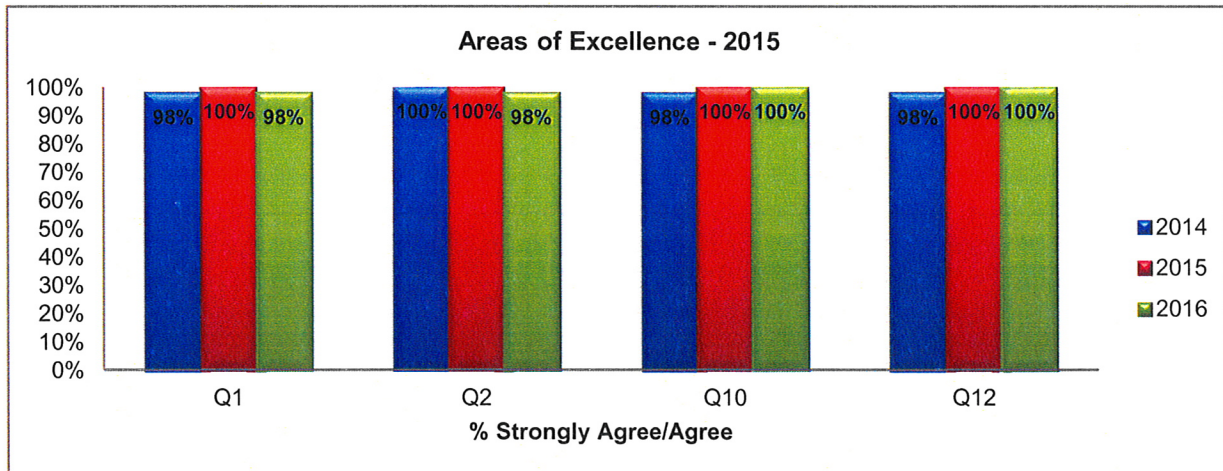


**Survey Results Summary**

**Areas of Excellence**

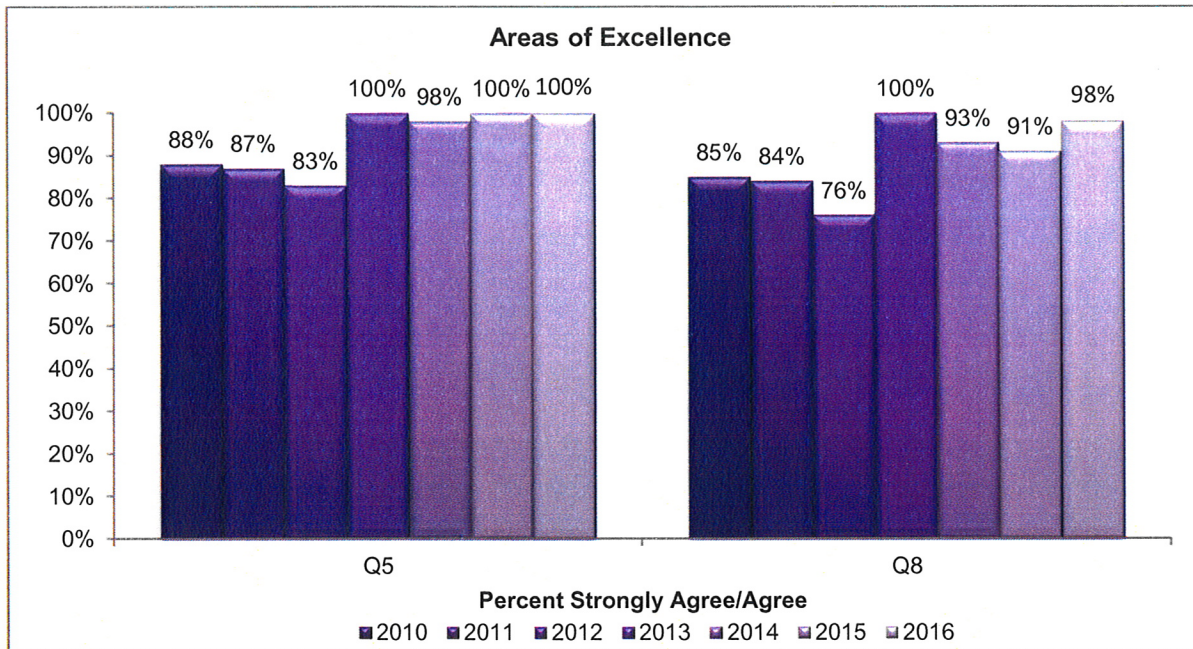
As demonstrated in Figures 2 - 4, seven areas of excellence emerged. Results from questions 1, 2, 10 and 12 (Figure 2) are compared to data from 2014 and 2015. Results from questions 5 and 8 are compared to data sets from 2010 to 2015 (Figure 3) and question 11 results are compared to data collected from 2013 to 2015 (Figure 4). It is interesting to note that all of the areas of excellence are identical to those identified in the 2014 and 2015 studies.

**Figure 2**



- **Question 1** - The Business Solutions Consultant I interacted with was knowledgeable about my business needs.
- **Question 2** - The Business Solutions Consultant(s) that worked with me demonstrated good customer service skills.
- **Question 10** – I am satisfied with my overall experience with the services I received.
- **Question 12** – I would recommend the services of the Business Solutions Team to another business or colleague.

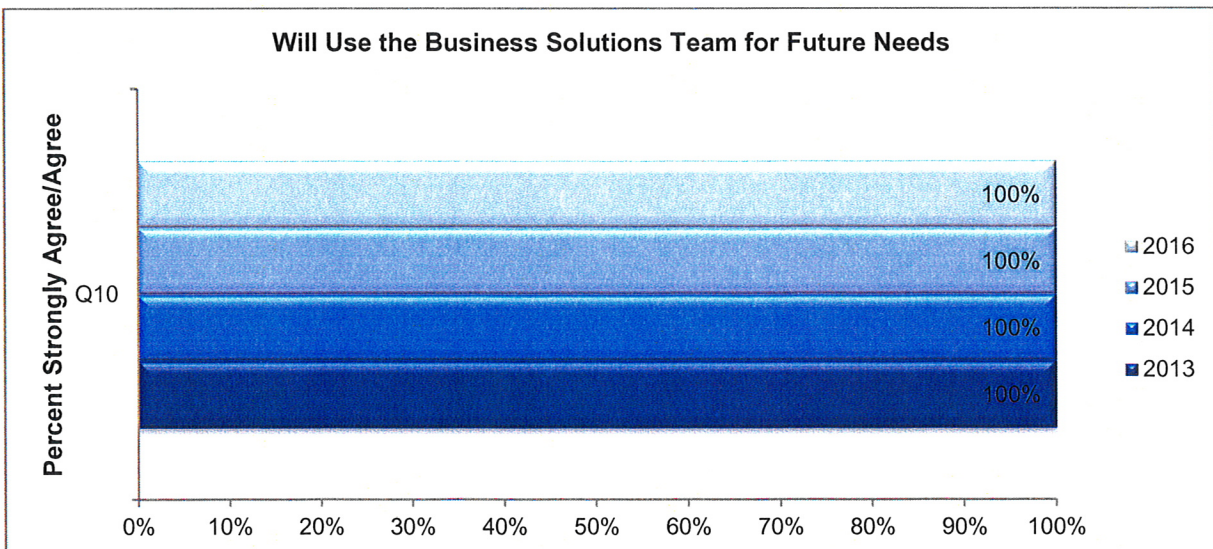
**Figure 3**



- **Question 5** - The process was efficient (e.g., effective without wasting my time, effort or expense).
- **Question 8** - The information and services I received exceeded my expectations.

As demonstrated in Figure 4, 100% of the respondents agree that they will use the BST for future business needs (Question 11).

**Figure 4**



**Opportunities for Improvement**

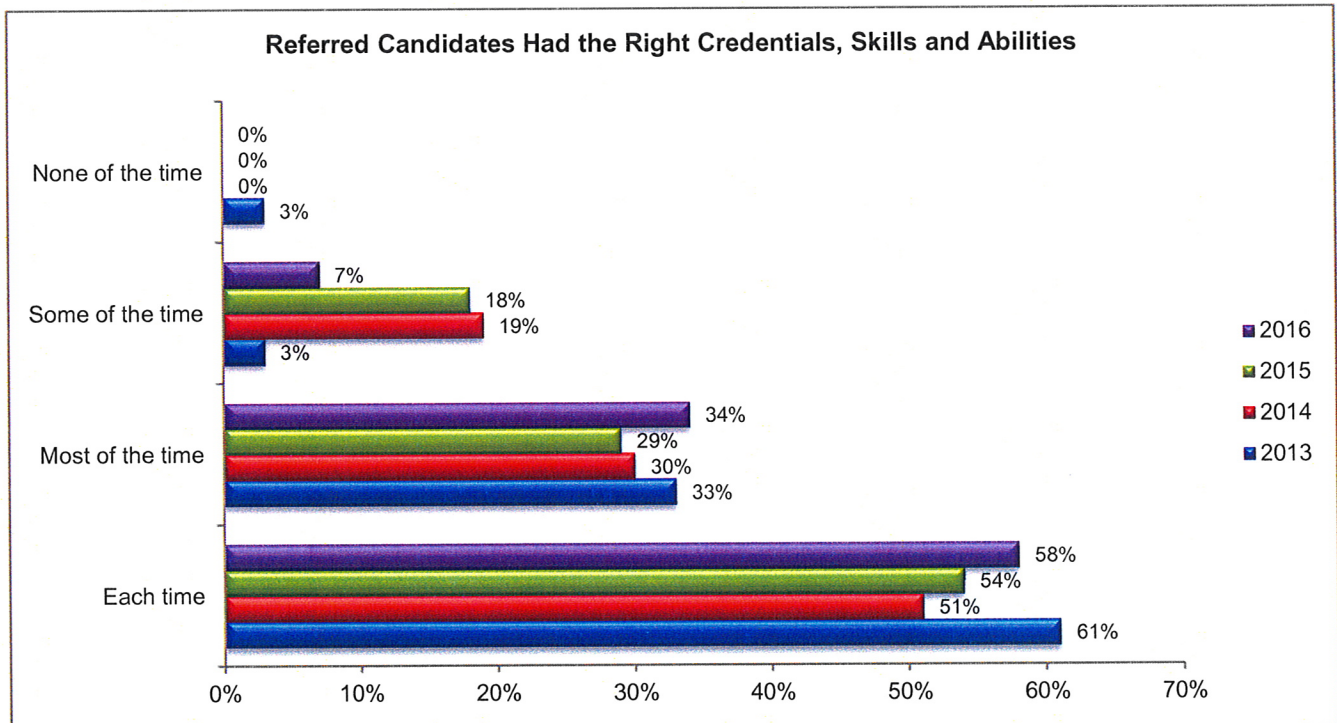
As shown in Figures 5 and 6, two indicators have been identified as OFIs.

**Question 3** - The candidates referred to me by the Business Solutions Team had the right credentials (if required), skills and abilities for the job.

**Question 7** - Please rate your satisfaction with locating business service information on Rivcworkforce.com.

Referring candidates to employers who have the right credentials, skills and abilities **each time** is one of the BST goals and historically one of the organization’s Critical Measures. Although there is a slight improvement compared to the 2015 data (58% vs. 54%), the results indicate additional effort expended in this area may result in more closely matched referrals (Figure 5).

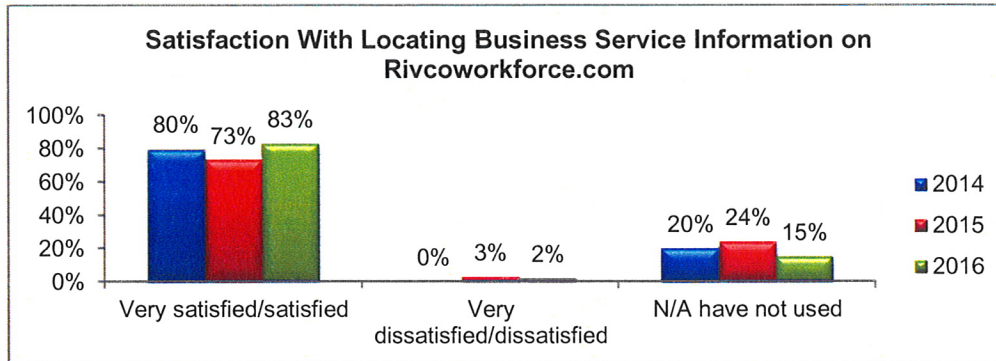
**Figure 5**



Note: The N/A response category was excluded from the calculations.

As reflected in Figure 6, of the businesses that have used Rivcworkforce.com there has been a 10% increase in the percentage who are satisfied with locating business service information from 2015 to 2016. The percentage of respondents who have never used Rivcworkforce.com dropped from 24% to 15% during the same time period.

**Figure 6**



**Additional Findings**

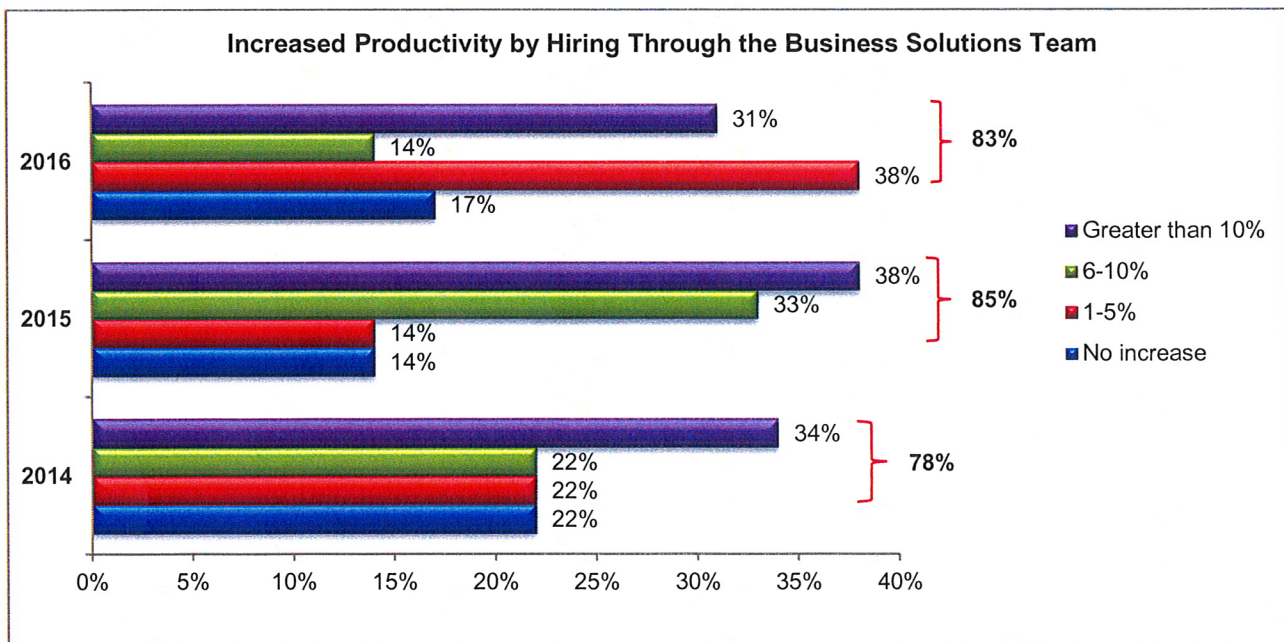
Two areas did not meet the criteria as an area of excellence or an OFI:

**Question 4** – By hiring my employees through the Business Solutions Team, my business increased productivity by...

**Question 6** – Please rate your satisfaction with using Rivcojobs.com for recruitment services.

As demonstrated in Figure 7, increased productivity as a result of hiring candidates referred by the BST is recognized at varying levels by the majority of employers. Of those that have used the team, there has been a steady increase in productivity from 2014 to 2016. In the past two years, the percentage of employers who have not utilized the BST for hiring has decreased from 34% to 21% (data not depicted).

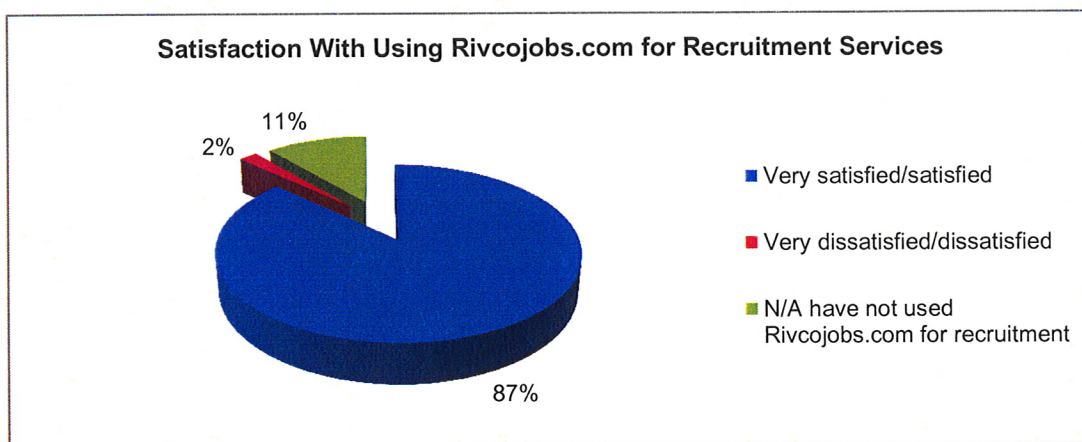
**Figure 7**



Note: The N/A response category was excluded from the calculations.

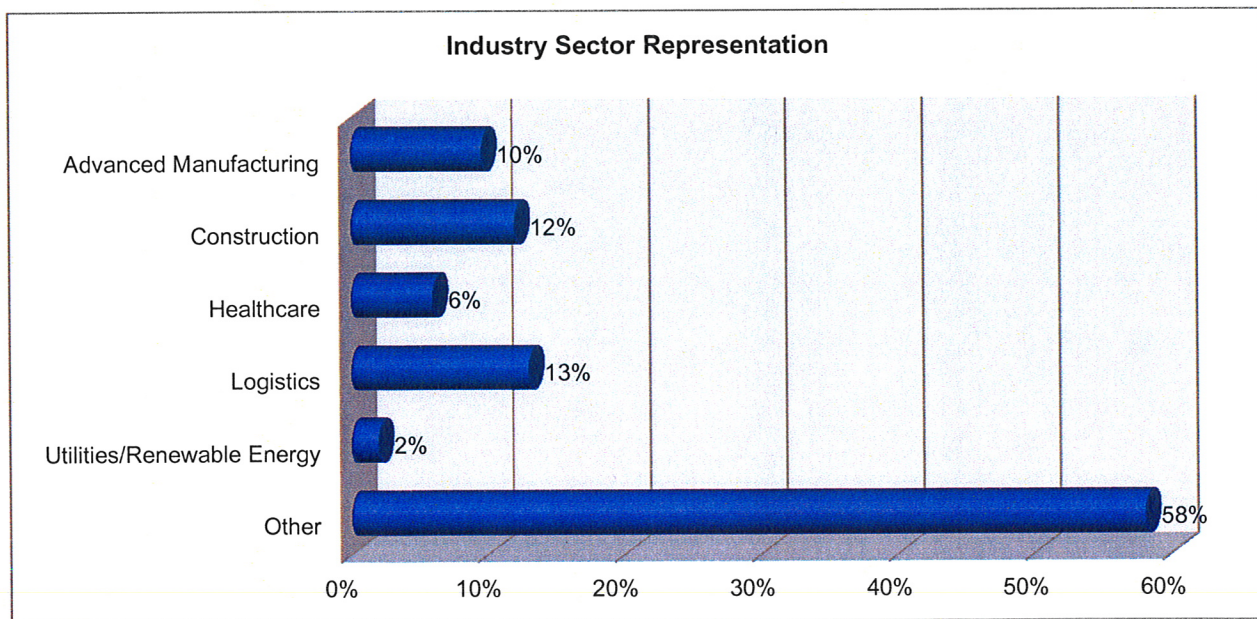
Another area that did not meet the criteria as an area of excellence or an OFI is satisfaction with using Rivcojobs.com for recruitment services (Figure 8). The percentage of satisfied employers remained fairly consistent across the 2014-2016 data collection periods (83%, 84% and 87% respectively). The percentage of employers who are dissatisfied has decreased from 6% in 2015 to 2% in 2016. It will be interesting to observe what, if any, impact the conversion to CalJOBS from Rivcojobs.com has on this measure of satisfaction.

**Figure 8**



Respondents were asked to categorize the industry their businesses represent. For the 2016 survey, the industry sector response categories were revised to align them with the Riverside County Workforce Development Board's targeted industry sectors. As shown in Figure 9, the majority fall into the "other" category with the next largest groups representing logistics and construction.

**Figure 9**



\*Other Categories:

- Non-Profit - FIND Food Bank, a member of Feeding America. Services and Food for the community in need.
- Tires, Automotive Services
- Habitat for Humanity Mortgage, Construction, Retail, Development, Family services
- Guest Services
- Pool Services Repairs
- Tax and Bookkeeping
- Insurance
- SES tutoring services
- Tax preparation
- Retail
- Security management/ consulting services
- Insurance Agency
- Convenience Stores, Restaurants, Accounting
- Insurance
- Pet Treat Manufacturing
- Insurance Agency service
- Insurance, Income Tax & DMV Services
- Fuel, Restaurant
- Retail Sales and Marketing
- Insurance
- Retail
- Third Party Monitoring Services
- Marketing
- warehousing
- Window Cleaning
- Third Party Monitoring Company for security alarms and medical devices.
- Food Distribution
- Consulting Firm

Finally, respondents were asked how they heard about the services provided through the Workforce Development Centers. The verbatim responses are included in the Appendix.

## **Conclusion**

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Obtaining business customer data to identify strengths and opportunities for continuous improvement of business services has been an organizational practice of the Workforce Development Centers since 2008. Listening to business customers provides insight into what's working well, and, more importantly, areas the organization may want to focus on for improvement initiatives. Each year process improvements are developed based upon customer feedback received through a variety of online surveys.

Consistent with the results from the 2014 and 2015 surveys, the same seven areas of excellence emerged in the current data set. Of the seven indicators, four received 100% agreement or satisfaction ratings, thus



exemplifying the commitment of the BST to provide high quality and efficient services to business customers. Repeat customers and referrals from satisfied customers are vital to the success of the BST. The results indicate that 100% of the respondents will use the BST for future business needs and 100% would recommend the BST to another business or colleague.

Areas identified as OFIs indicate that additional effort needs to be expended to identify the characteristics that businesses desire in candidates referred for job openings in order to increase the 'match' rate. In addition, the organization may want to review the business services information and how it is displayed on Rivcworkforce.com to make it more user-friendly and beneficial for business customers. Doing so may result in a more favorable satisfaction rating and increased usage rate in the future.

## **Appendix**

### **How Did You Hear About Us?**

(Responses are verbatim)

- FIND Food Bank has benefited from the Workforce Development Team before, and with great results each time. We were referred by Supervisor John Benoit staff.
- Thur a PCAT employee . Also the SBA had information about workforce.
- Through Edward at the Inland Empire Regional Chamber of Commerce
- Though one of My Board Members
- I don't recall
- Referral
- EDD
- Through Dana Sanchez
- online
- Oriana Hoffert stopped by our office a long time ago and being using her services on several occasions
- I heard about you through a former tutoring company I used to work for
- Attended a conference
- George Puddephat
- Referral from LQ Chamber of Commerce.
- Personally used the location in the past.
- Existing Relationship When I Joined the Company
- Through one of my employees.
- Kymberly Reis Business Solutions Consultant contacted me.
- Orianna Hoffert stopped by my office long time a go and being using her services for a few years now, we have a few successful hired employees though her still working with us and I believe they will stay for a long while, at least I hope.
- Ongoing program with our facility
- Internet

- Toussaint Wade
- County of SB
- Found service on internet
- La Quinta Chamber of Commerce
- Through the Internet.
- Kim Reis came to a chamber function and did a presentation.
- The employment development department / San Bernardino Workforce Development Board
- internet
- Referred through our Corporate HR Department.
- IVEAC
- George Puddephat
- Laura Harris through the Greater Riverside Employer's Advisory Council.
- When I was looking for work myself.
- internal referral
- I utilize the WIB in San Bernardino County as well.
- I was not here at the time we started this program so I really don't know.

Attachment 7

Riverside County Economic Development Agency/Workforce Development Division  
Executive Summary Job Seeker Customer Satisfaction Survey 2016

## Job Seeker Customer Satisfaction Survey 2016 Executive Summary

August 2016

### Introduction

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The Information and Analysis Team conducted the ninth annual *Job Seeker Customer Satisfaction Survey* for the organization. This survey is meant to provide information from the job seekers on where the organization is excelling and areas that provide opportunities for improvement (OFI). It also provides a set of benchmarks for comparison purposes. These summary results provide comparisons to the results from the annual survey conducted in 2010 through 2015 unless otherwise noted.

### Survey Format

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An electronic survey was fielded on a quarterly basis to all job seekers who registered for services during the quarter preceding the data collection period. Survey recipients were emailed an invitation to participate in the online survey. The four data collection periods were open for two weeks with one reminder sent to non-respondents at the midpoint of each period. To be counted, respondents were instructed to complete the survey by 5:00 PM on the cutoff date. Once the cutoff date and time was reached the survey was closed and further responses were not counted.

The results included in this report are aggregated across the four quarters of data collection for the 2015/2016 program year (July 1, 2015 to June 30, 2016). For reporting purposes, response choices are collapsed to illustrate discreet categories (e.g. strongly agree and agree are combined). Areas of excellence are identified as reaching a threshold of  $\geq 90\%$  and OFIs as  $\leq 80\%$ .

### Survey Response Rate<sup>1</sup>

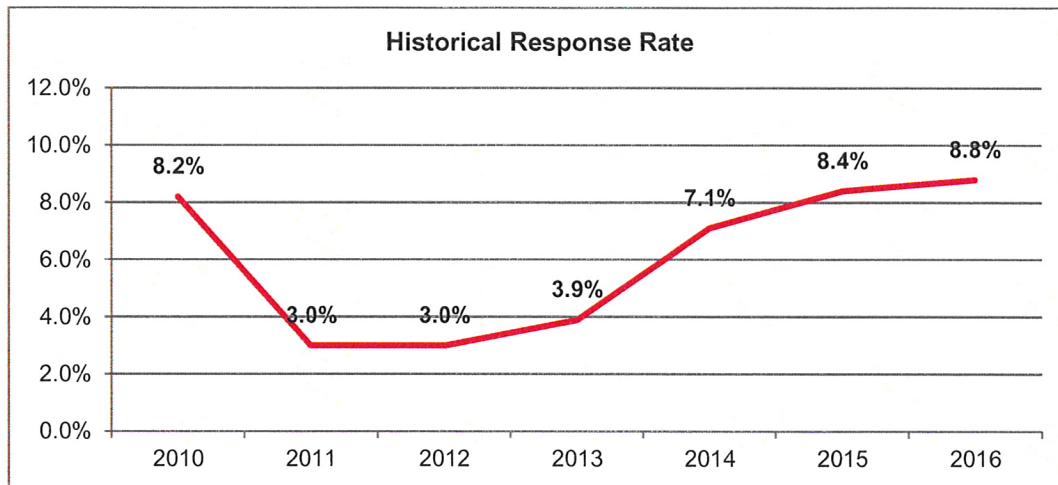
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Of the 11,454 job seekers invited to participate, 1,013 (8.8%) returned completed surveys (Figure 1). Surveys that bounced back (318 incorrect email addresses) were excluded from the response rate calculation. Of those who responded, 963 (95.1%) completed the English version and 50 (4.9%) completed the Spanish version. The results are reported in aggregate for both language versions of the survey combined. As reflected in Figure 1, the 2016 response rate is the highest attained across the seven years depicted with the positive trend possibly attributed to switching from an annual to quarterly data collection system in 2014 as well as improved relationship management strategies utilized by staff.

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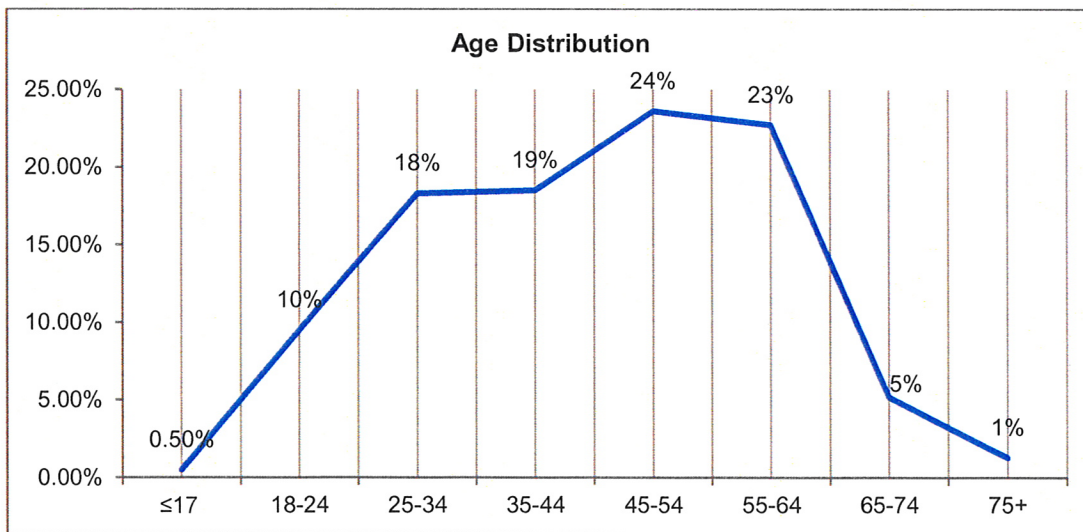
<sup>1</sup> The purpose of an annual survey within a comprehensive data collection system is to collect data from the customer at some point after they have received the service. It provides customer perspectives on how well the service delivery system responds to customer expectations at points in time after the customer has received the service. Experts differ on what is considered a 'good' response rate for the purpose of being able to generalize the findings to the entire customer population within the same cohort (for this survey the cohort of jobseekers is defined as all registered); however, anywhere from 10% to 25% is considered acceptable to do so. While the current response rate is not sufficient to generalize the results to all potential respondents, it is sufficient to examine areas for improvement and to take action.

**Figure 1**



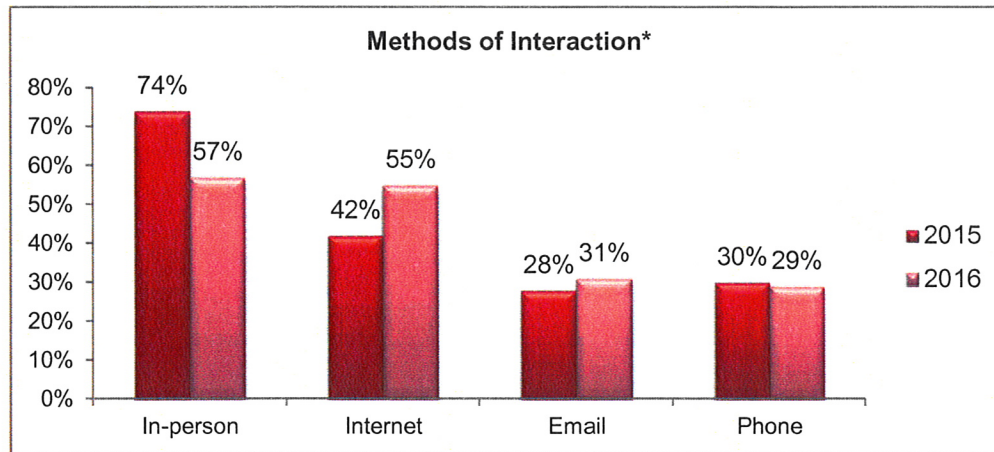
A slightly greater number of females (54%) than males (44%) responded, with 2% choosing not to identify their gender. As reflected in Figure 2, the age distribution of respondents is greatest for job seekers age 45 years and older. The demographic characteristics of respondents are fairly well aligned with the entire population of job seekers who registered for services at the Workforce Development Centers (WDC) during program year 2015/2016.

**Figure 2**



Providing job seekers with a variety of ways to interact with us to obtain information and services strengthens our ability to reach customers. In addition to face-to-face interactions, as demonstrated in Figure 3, technology related communication tools are becoming increasingly popular among respondents.

Figure 3



\*Respondents could select multiple methods. Data not available prior to 2015.

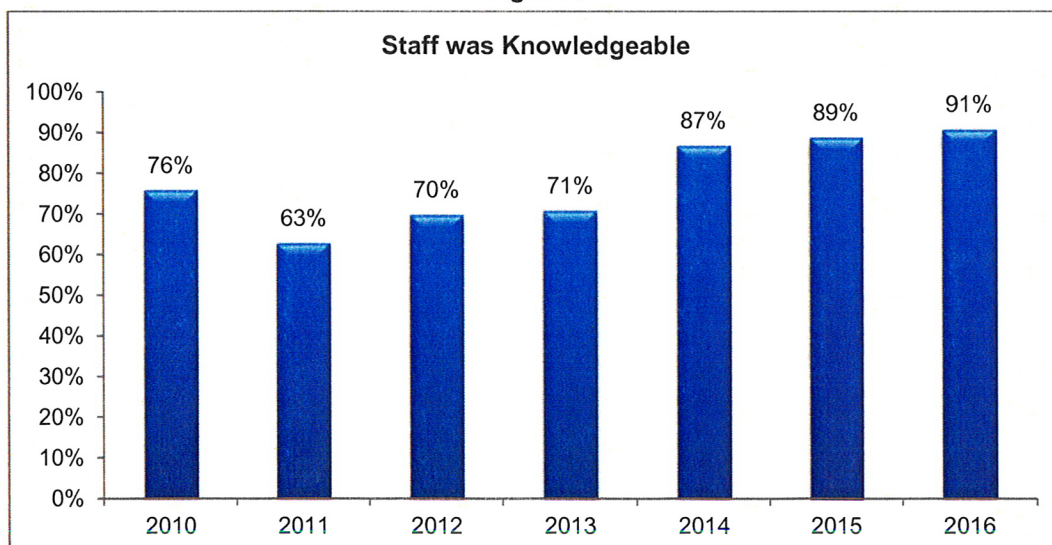
## Survey Results Summary

### Areas of Excellence

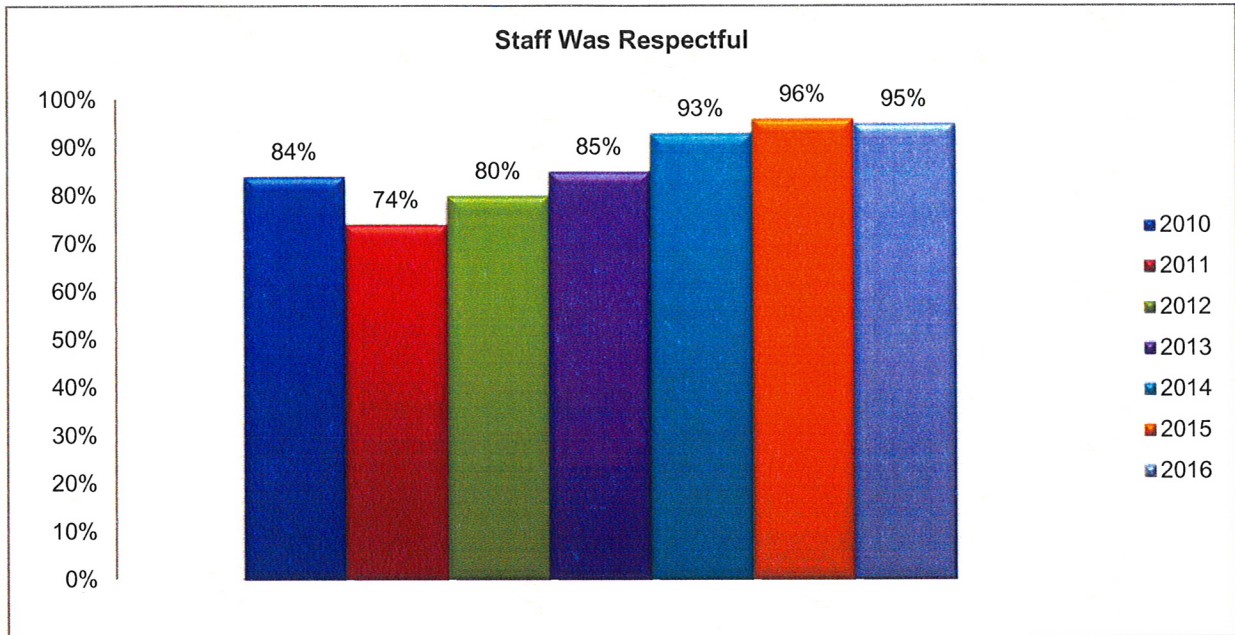
Areas of excellence are defined as those indicators where  $\geq 90\%$  of respondents responded **Strongly Agree** or **Agree**. Three indicators were identified in 2016, whereas only two areas of excellence were identified in 2015. This year, Question 4 was elevated to an area of excellence.

- **Question 4** – The staff I interacted with was knowledgeable and able to answer my questions. (Figure 4)
- **Question 6** - Staff was respectful. (Figure 5)
- **Question 8** - Staff was professional at all times. (Figure 6)

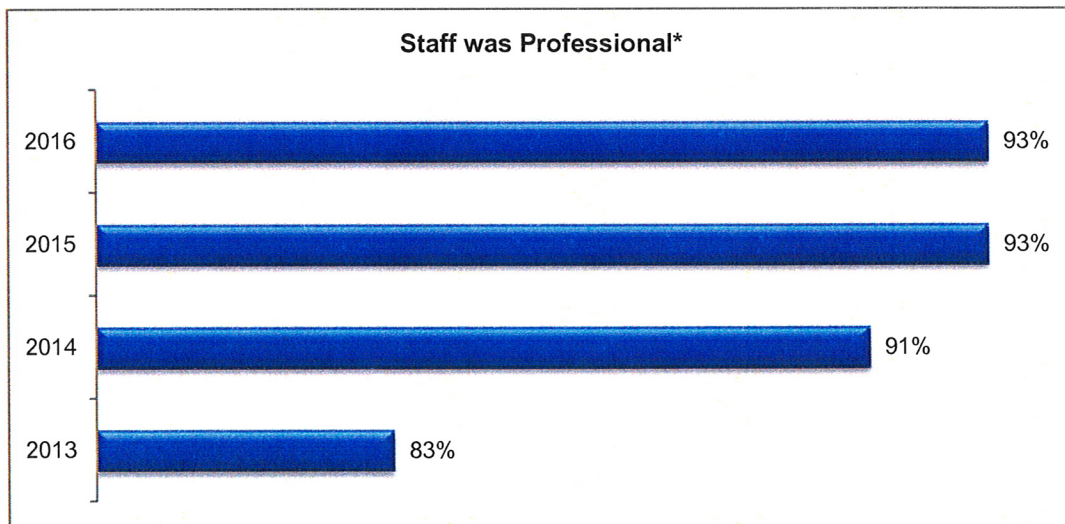
Figure 4



**Figure 5**



**Figure 6**



\* Data unavailable prior to 2013

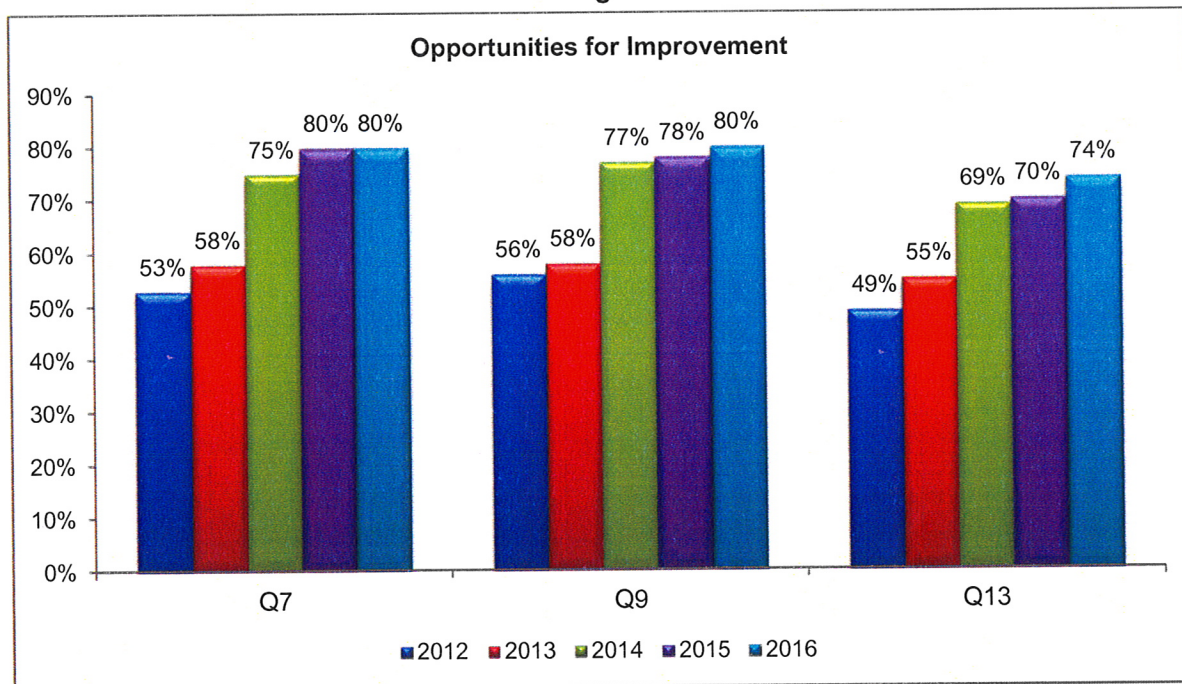
**Opportunities for Improvement**

Responses measured at  $\leq 80\%$  when combining Strongly Agree and Agree determined the opportunities for improvement (OFI). In 2016, three indicators were identified as OFIs which is a decrease compared to the prior two years (four in 2015 and seven in 2014). The three indicators have been consistently recognized as OFIs across the past five years. As illustrated in Figure 7, each of the indicators has shown a steady increase in the level of satisfaction across a five year time frame. The indicators include:



- **Question 7** - Staff returns phone calls promptly. (80%)
  - **Question 9** - The process was efficient (e.g., effective without wasting my time, effort or expense). (80%)
  - **Question 13** - The information and services I received exceeded my expectations. (74%)
- Note: Respondents who strongly disagreed/disagreed with this statement were asked to tell us how and/or what we can do to exceed their expectations. Their responses are included in Appendix A.

**Figure 7**

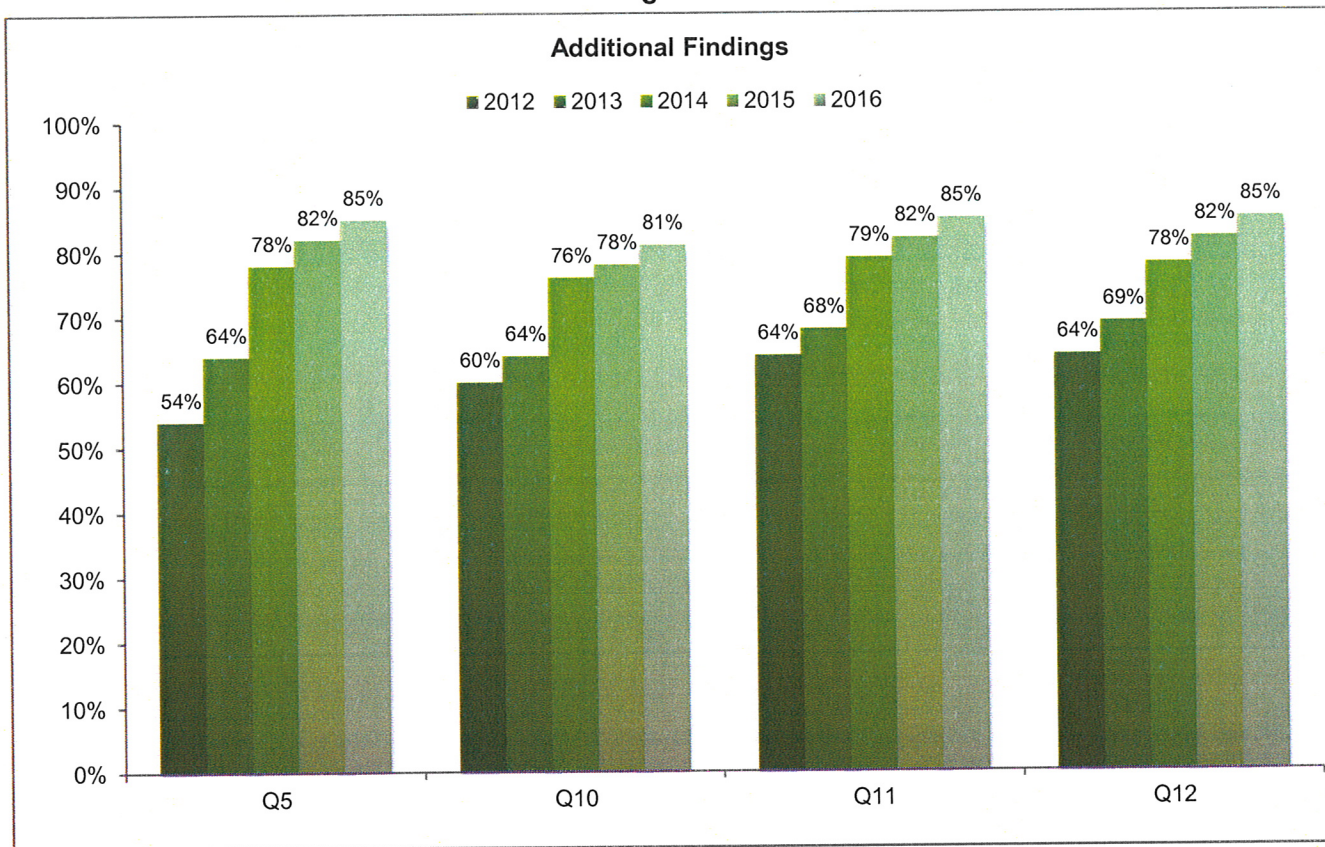


**Additional Findings**

Four indicators that did not meet the criteria as an area of excellence ( $\geq 90\%$ ) or an OFI ( $\leq 80\%$ ) are presented in Figure 8. As with other measures included in the survey, a consistent positive improvement was noted across a five year time frame.

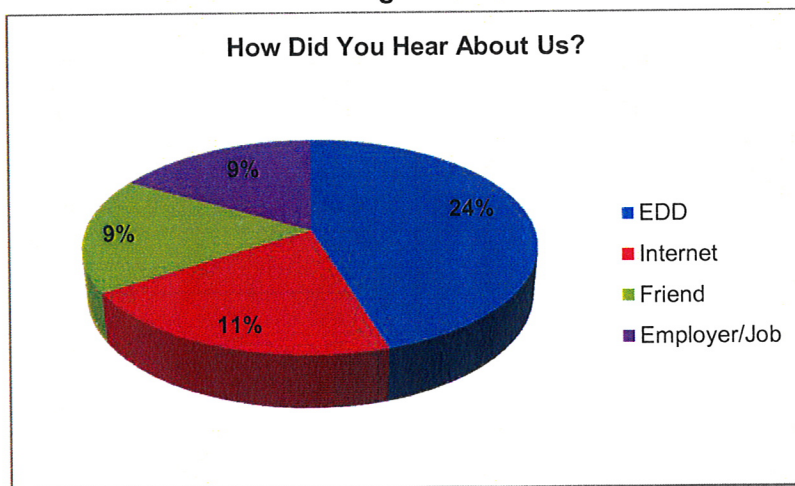
- **Question 5** - The staff I interacted with got me to the right resources, inside and outside the WDC.
- **Question 10** - I am satisfied with my overall experience with the WDC I used.
- **Question 11** - If I have other workforce needs, I will use the WDC again.
- **Question 12** - I would recommend the WDC to a colleague or friend.

Figure 8



Respondents were asked how they first heard about the WDCs. Of the 520 responses to this question, 53% were grouped into four categories. As shown in Figure 9, 24% of the respondents heard about the WDCs through the Employment Development Department (EDD).

Figure 9



## **Conclusion**

Obtaining customer data to identify strengths and opportunities for continuous improvement has been an organizational practice of the WDC since 2008. Listening to job seekers provides valuable insight into what's working, and, more importantly, what's not working. Process improvements are developed and implemented based upon customer feedback received through multiple channels including customer comment cards, paper and pencil surveys, focus groups, interviews and electronic surveys such as the current one being reported on. Job seeking customers learn about the WDC in a variety of ways, with EDD being the most common response. The most prevalent method of interacting with the organization is in-person contact (57%). With 55% of respondents interacting through the internet there appears to be a movement toward convenience and ease of accessibility of information that customers desire. Since 2015 (baseline measure) there has been a 13% increase among job seekers interacting with the WDCs via the internet and a concomitant decrease (17%) among in-person visits. Clearly, the time is right to explore additional avenues for job seekers to virtually connect with the organization. It will be interesting to observe the impact on this measure with the increased presence of social networking and other technology based tools the organization is investing in.

Consistent with results from prior years, the areas of excellence identified in the current data set illustrates a commitment by staff to exemplify the values of the organization by being respectful and professional. Although the results reflect a leveling off of satisfaction levels for these two indicators, the percentage of respondents who agreed with the statements (95% and 93%) remains high. One indicator that reached the threshold to be considered an area of excellence for the first time (The staff I interacted with was knowledgeable and able to answer my questions) demonstrates the effort among career development staff to increase their capacity as it relates to providing direct customer service.

It is interesting to note that areas targeted for improvement initiatives decreased from seven in 2014 to three in the current study, thus suggesting that process improvements put into place based upon feedback are having a positive impact on customer satisfaction. In order to be considered an OFI, indicators must have reached a threshold of  $\leq 80\%$  strongly agree/agree. Two of the three indicators reflect results that are aligned with the OFI threshold. The one exception reveals that 74% of respondents strongly agree/agree that the information and services received exceed their expectations. Although there has been a 25% improvement in satisfaction levels for this indicator since 2012, this continues to be one area that deserves deeper exploration to identify what it would take to exceed customer expectations and act on the findings.