Topic: Customer Feedback

Question by: Scott Primeau

Jurisdiction: Colorado

Date: 8 July 2010

	Question(s)							
Jurisdiction	Do you conduct any type of customer surveys? If so, do you use a survey tool, such as Survey-Monkey, or did you build your own survey?	What types of questions do you ask?	Where/how (website, e-mail, over the phone, etc.) do you provide the option for surveys or feedback?	How long have you been collecting feedback?	How many employees are involved with reviewing the feedback?	What is your policy or practice for replying to feedback?	If applicable, how often do you change survey questions?	How effective has the feedback been for improving services and resolving other issues ?
Manitoba								
Corporations Canada								
Alabama								
Alaska	At this time, we do not conduct customer surveys. However, if a customer has a bad experience, rest assured							

	we will hear about it!							
Arizona	Yes, hard copy survey in our lobby and mailed back with documents	8 questions relating to customer service…	See #1	5+ years	3	If the feedback is bad and they request to speak to management, we contact them, if the feedback is good and a specific employee is mentioned, they received recognition at our quarterly awards presentation.	Questions haven't been changed for 3+ years	The feedback is good, we also report it as a metric to the legislature (overall average score per year)
Arkansas	Arkansas has a one page survey form that is available to all clients at the front service desk. Also after any training or outreach speeches we offer the surveys to attendees.	Was the topic beneficial, did it answer any questions you had, what would you like to see different etc	By mail, email.	8 years	3	If the feedback is negative we talk to the employee and respond to the person filing the complaint, If it is good then we pass along that information as well to the employee	None that I am aware of	People are quick to tell us when we did not satisfy their needs…………
California								
Colorado								
Connecticut	At this time, we do not conduct							

	customer surveys. However, if a customer has a bad experience, rest assured we will hear about it!							
Delaware								
District of Columbia	Yes. It is custom built survey. We distribute it to all the customers who come in person to our Business License Center.	Most questions involve the wait time; there is a section about complaint/ compliment.	Right now, it is in person only.	Last couple of years.	Several individuals – reception desk specialist, as well program analyst in the administration and the agency.	Phone/email contact if reply is necessary and customer supplied the contact information.	Have not changed it lately.	It is a good tool for tracking customer satisfaction for in-person transactions.
Florida	Yes, we have had a "survey response" card for sometime. We do not send it out all the time, usually quarterly. The survey postcard is also on our website. We developed it and, surprisingly have changed	"Excellent, Good, Fair, Poor" ratings for 1)Telephone and personal interaction 2) Speed of service 3) Quality of service 4) Convenience of service. Questions: How can	By return of the post card (they have to provide the stamp), by email, and on our website.	Back to the mid 90's	12-15	We reply to all questions asked. We reply to comments about staff when it's negative. We do not reply to recommended changes and "stuff" related to other agencies, etc.	The post card has been the same forever……..when we added the "survey response" to our webpage, some of the questions changed and some new ones were added.	I like the cards. The entire Dept. has survey response cards and there's always competition about percentages of Excellent-Good vs Poor and Fair between Divisions.

	some things because of comments on the card. The questions are limited and I would like to see them updated.	we serve you better? What additional services would you like to see us provide? Room for additional comments. Comments on the website survey card include some web questions and electronic filing questions.						
Georgia								
Hawaii								
Idaho								
Illinois	Not at this time. Illinois built our own after seeing Florida's internet web survey. Illinois researched this subject two years ago	What services could we offer to better suit your needs? Were you able to easily navigate	Our survey popped up after the customer filed electronically for UCC, LLC, and Corp filings.	We abandoned collecting feedback after a 90 trial period when we found that we had a low percentage	We discussed the feedback in our biweekly web initiative meetings.	At first we thought we could use the collected data to fine tune our services. Because there was not a lot of participation we calculated that we had	We made no second attempt to collect data. We figured that the general user will notify our office without us prompting them to do so	N/A – Florida would be the perfect place to research the effectiveness of their survey since they have used it for several years now…

State								
	to gain a better understanding of our customer's needs and how our office could serve them better. We abandoned the research after a trial run.	our electronic filing applications? Were you completely satisfied with the electronic services offered?		of respondents.		either asked the wrong survey questions or that the general public was tired of surveys.	when they would like to see a particular service.	
Indiana								
Iowa								
Kansas								
Kentucky								
Louisiana	At this time, we do not conduct customer surveys. However, if a customer has a bad experience, rest assured we will hear about it!							
Maine								
Maryland								
Massachusetts	We do not have a survey tool, however customers are given the opportunity to voice their							

	concerns and give input through an e-mail link to our customer service division. Those e-mails are reviewed and acted upon as necessary.							
Michigan – Corporations Division	We do not currently have a customer survey solely for the customers visiting the Corporation Division's website or using our services. Michigan.gov, however, has a basic survey http://www.michigan.gov/dleg/0,1607,7-154-35299_35413-115596--,00.html							
Michigan – SOS	Michigan UCC does not conduct an ongoing survey of customer satisfaction.							

	While planning future initiatives, we have used telephone and mail surveys, as well as customer focus groups. Customers with questions or feedback are encouraged to email or telephone our office. Through this personal contact, we discover problems that frequently lead to an improvement in our operating systems and processes. One example is the second generation UCC Online we introduced in August of 2009. The Secretary of State website offers a general							

	customer satisfaction survey at: http://www.michigan.gov/sos/0,1607,7-127--115596--,00.html. The survey questions are also accessible from other state agency websites.								
Minnesota									
Mississippi									
Missouri									
Montana									
Nebraska	Nebraska does not conduct surveys but we definitely hear via phone, e-mail, in person or by US mail when someone doesn't like something and occasionally hear when they do								
Nevada	Nevada does not have a survey tool, however customers are								

	given the opportunity to voice their concerns and give input through an e-mail link to our customer service division. Those e-mails are reviewed and acted upon as necessary.							
New Hampshire								
New Jersey								
New Mexico								
New York								
North Carolina	We conducted an electronic survey a few years ago using a survey tool for which I don't remember the name right now. Using this tool we did build our own survey and e-mailed it to a group of our frequent users.	The survey was broken up into sections within corporation. There were a few questions at the beginning for everyone and a few questions	The survey was internet based and e-mailed to a group of users across professions. Using the software, I could log into the program and obtain the results.	We only conducted this one short survey as a pilot. What I would like to do is create an survey with a button on our website.	Only me	The survey was anonymous, so couldn't reply. However, I did a general thank you to those the e-mail was originally sent to.		

		at the end, but then the person taking the survey could pass a section if it didn't pertain to them. Some questions were: 1. General: What is your profession type and then gave them a list to choose from. 2. Online Ordering Section: Which is your preferred type of payment for online orders or annual report						

		filings? 2. Customer Service: When you called the office, were you able to reach a person? 3. Conclusion Questions: What do you like best about the Corporations Division? and what do you believe needs improvement?						
North Dakota	Yes North Dakota uses a customized survey tool on the Business Record Search employed							

	from our website. Initially, this tool compiled the responses and sent them to us at the end of the month. Many of the comments were actually requests for service and by the end of the month, it was too late to accommodate the customer's needs and we did not have contact information to get back to the them. We have now altered the survey tool so that comments are immediately deployed to our office email account with the email address of the customer. These requests are usually							

	handled within 2 business days. We still receive the compilation at the end of the month. The survey comments have made us aware of the needs of our customers and enabled us to enhance our web services as resources become available. See our website page for the questions used on the Feedback survey: https://secure.apps.state.nd.us/sc/busnsrch/busnSearch.htm We do not conduct any other customer surveys.						
Ohio	Ohio has not						

	done a customer survey in the past few years, details of prior surveys are unknown.							
Oklahoma	Oklahoma is the same as Nebraska.							
Oregon								
Pennsylvania								
Rhode Island								
South Carolina								
South Dakota								
Tennessee								
Texas	Yes. Here is the link to our customer survey, check it out. http://www.sos.state.tx.us/survey.shtml	Click on link above	Once a year for a period of 3 to 4 weeks we have the above link on our website available to online users. We also include the link to the survey in all e-mails to our customers.	Years (not sure how many)	2 or 3 H.R. compiles the survey results	We do not reply to feedback. Survey is only for informational purposes.	Reviewed each survey cycle.	Survey results are compiled by H.R. and results are provided to each section. The survey is used to determine where we can improve.
Utah	We did a survey initially, but since then (about six years) we have had a "feedback"							

State								
	feature on our web site and all online services that allow customer to make specific feedback questions - we get a lot of ideas and information from there. We also have a dedicated "division" email address and we get feedback as well as requests for information from that. We have specific folks assigned to read and answer any of these tools.							
Vermont								
Virginia	Yes, we conduct a post-transaction survey. Upon completing a RA Change, RA Office Change, or RA Resignation, a	We use rating scales to gauge overall satisfaction, ease of use, user friendliness, likelihood	We use an email box for external communications and to colelct feedback. The Call Center also receives feedback.	We have been collecting site feedback since December 2009.	Several members of the project management team review the feedback.	We don't collect user information in the survey so we don't reply to those individuals. That feedback is considered in future designs.	We update the transaction type roughly once a quarter as new functionaly is added to the site.	We review the survey responses once a week at the project team meeting. Simple suggestions are usually taken care of during the next release. Other feedback

	survey link is presented on the confirmation page. We use SurveyMonkey. http://www.surveymonkey.com/s/BWWKWNW	to return, and visit frequency. We also have the user select the transaction type they were performing, their role, and an open response question on what we can do to improve the site.				Feedback received by email or phone is replied to on a case by case basis.		is considered for future releases of the site. Positive feedback is shared with the appropriate parties while negative feedback is used to review business processes and site fuctionality.
Washington – DOL	The Washington State UCC Office has a survey on our website. Our Agency built this survey and it is used for all Department of Licensing internet sites.	• It was easy for me to find the UCC site • The instructions on each screen were clear and understandable • The "Help" features gave me the information I	Website	Several years	One. Then supervisor shares with managers, IT folks, and staff.	We will try and contact the filer if we feel it is important. We can do this since we are now capturing the file or search number.	Haven't changed yet.	The information we gathered from the survey results helped us considerably when we were building requirements for our System Migration Project. We currently review comments monthly with our IT folks. We use to solve problems and it helps us consider improvements

		needed. • I was satisfied with the time it took to receive a response. • I was pleased with the UCC site.						for the future.
Washington – SOS	Yes. We use SurveyMonkey; we also use comment cards for in person service, but the cards are much abbreviated and not very effective as feedback.	We ask which service they used, what contact method, and then we ask them to rate our service as easy to use, saved time, met my needs, if staff were not knowledgeable, not helpful, friendly, helpful, knowledgeable. We then give them a	On our website, it is a link customers can choose. In emails to customers, our staff include the link in their signature, and the phone team gives out the web site address for the link. We do not do pop-up windows at this time, because many people block them.	One year	One reviews all and when a response is needed, she send to the appropriate manager.	Any survey indicating a response is desired and gives us contact information, receives a response.	So far, we haven't changed our original questions.	We've received some helpful tips on how to improve our online processes, as well as pointers to where we might need to do more training with staff. We think it is fairly effective and at a reasonable cost.

		change to tell us how the service was overall, how we could better meet their needs, and finally if they would like a response from us, a place to enter their email address or phone number. Seven questions in all.							
West Virginia									
Wisconsin									
Wyoming									

Full text of email:

Hello Everyone,

We are working on developing some strategies for collecting on-going customer feedback about our website and services. We want to develop methods of gathering on-going feedback to judge performance, identify services that need to be improved, and support better decision-making. We are looking for some examples of what other offices have done, what has worked, and what has not worked. To that end, I hope you can help with answers to some questions.

1. Do you conduct any type of customer surveys? If so, do you use a survey tool, such as SurveyMonkey, or did you build your own survey?

2. What types of questions do you ask?

3. Where/how (website, e-mail, over the phone, etc.) do you provide the option for surveys or feedback?

4. How long have you been collecting feedback?

5. How many employees are involved with reviewing the feedback?

6. What is your policy or practice for replying to feedback?

7. If applicable, how often do you change survey questions?

8. How effective has the feedback been for improving services and resolving other issues?

Thank you!

-Scott

Scott Primeau
Policy Analyst
Colorado Department of State Business Division
1700 Broadway Ste 200

Denver CO 80290
303-894-2200 ext. 6214