



Mid Program Customer Survey Responses

November 2013

Methodology

Mid will distribute a standardized customer satisfaction survey to five different Mid programs every year. Surveys are available in both English and Spanish. This formal process began in 2012.

Programs will continue to complete program specific surveys on a yearly basis or as often as their funding source requires it.

Programs surveyed in 2013 include:

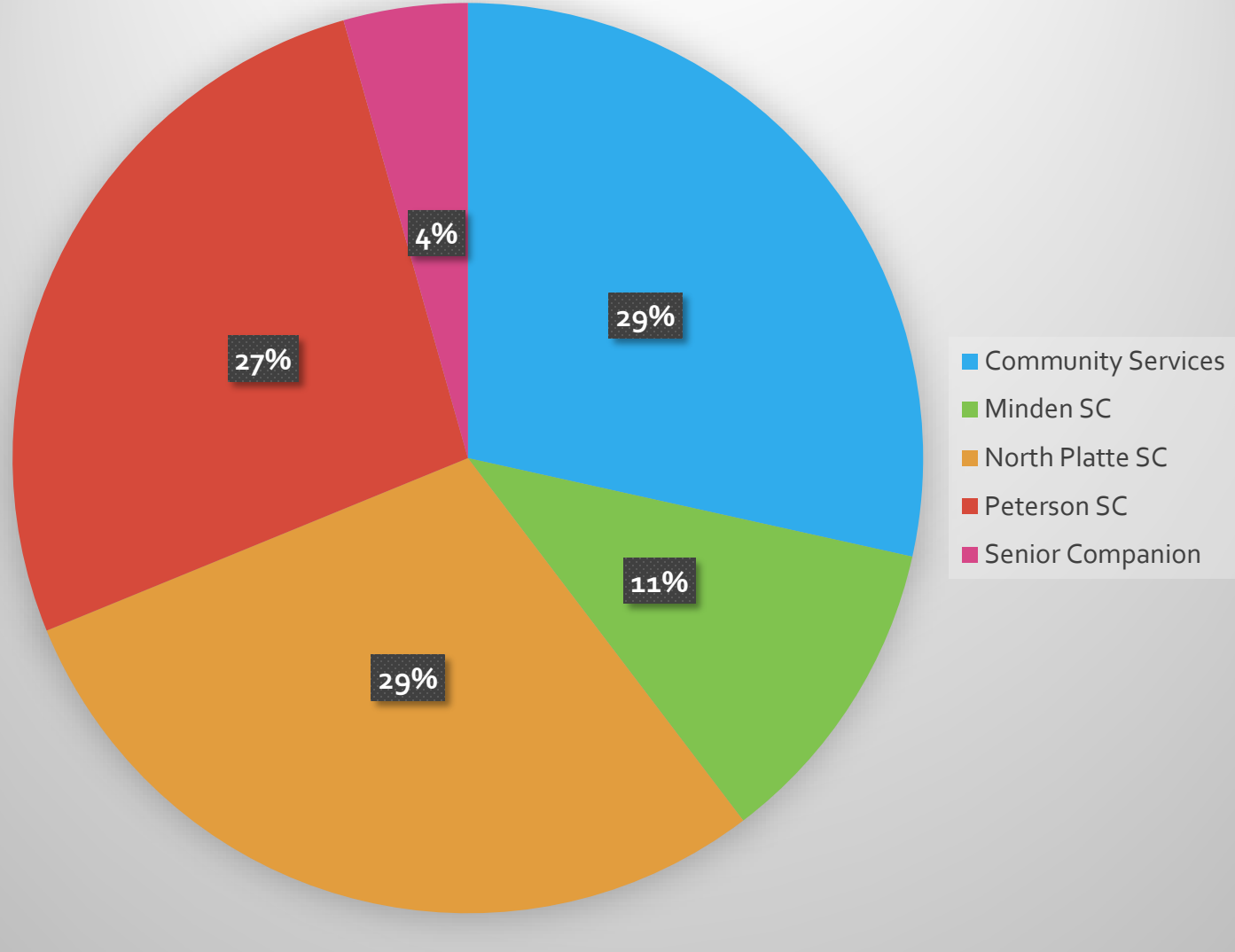
- Community Services
- Minden Senior Center
- North Platte Senior Center
- Peterson Senior Activity Center
- Senior Companion Volunteer Program

Programs are asked to distribute surveys and get a return of 10% of their current customers.

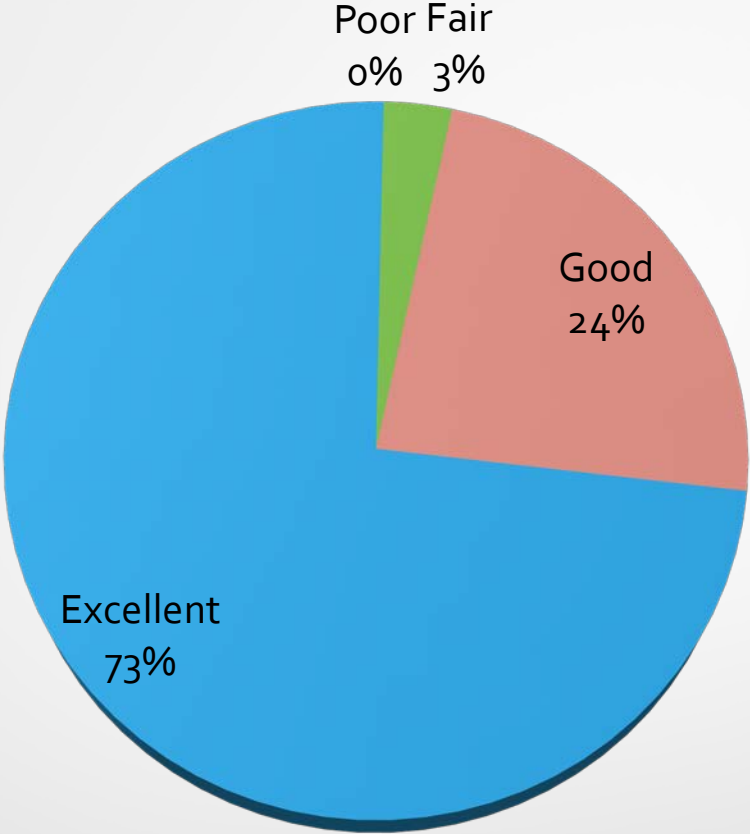
295 surveys were completed and turned back in for 2013. We had less surveys returned this year due to smaller programs being surveyed.

Data analysis demonstrated similar trend data from 2012 to 2013. Mid's program services and staff continue to rate very highly.

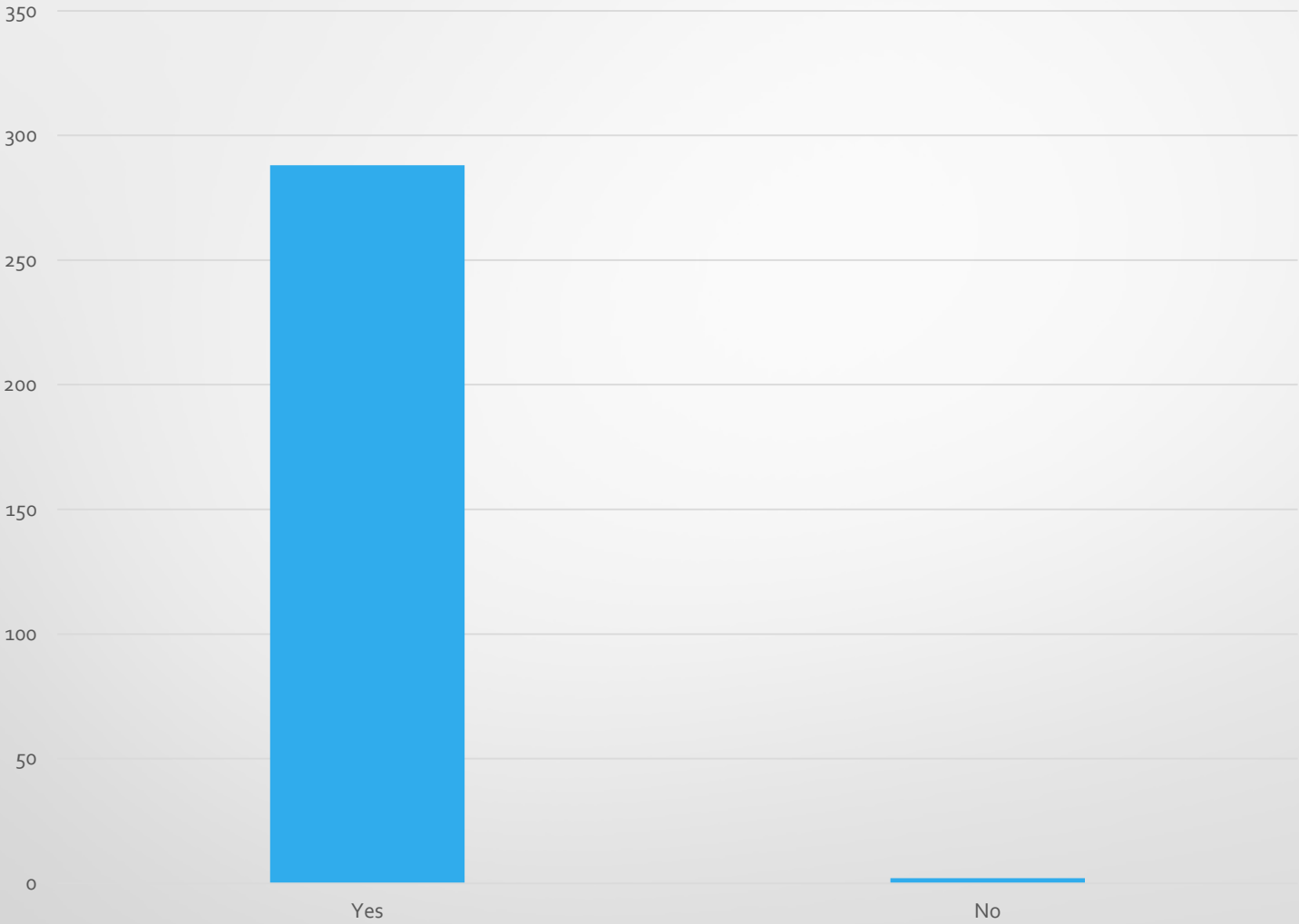
2013 Programs Surveyed



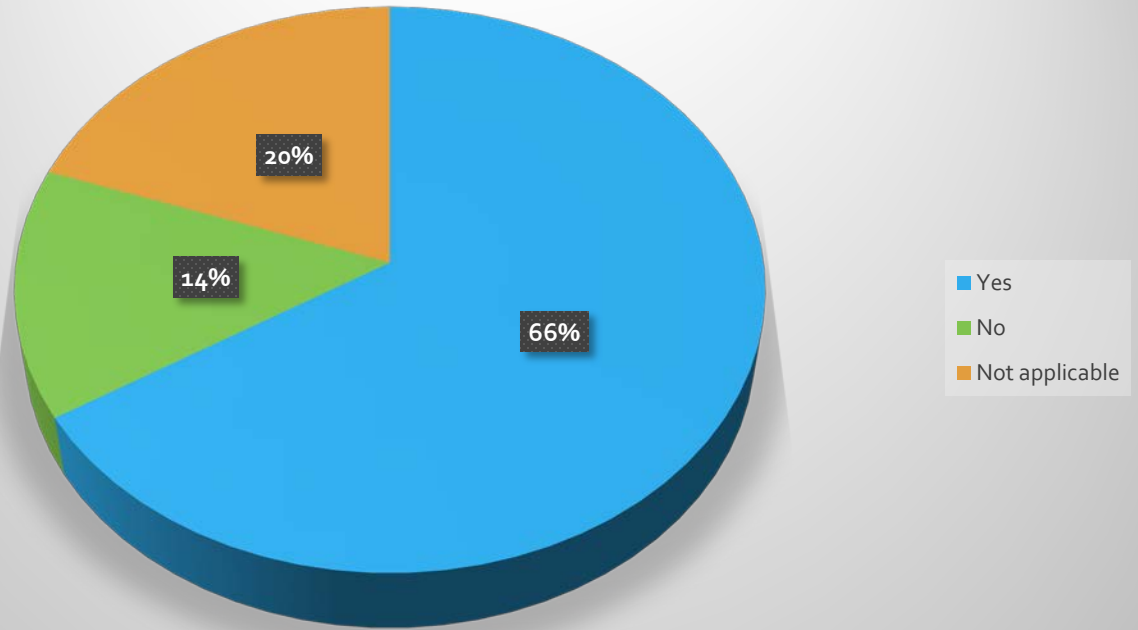
How would you rate the quality of service?



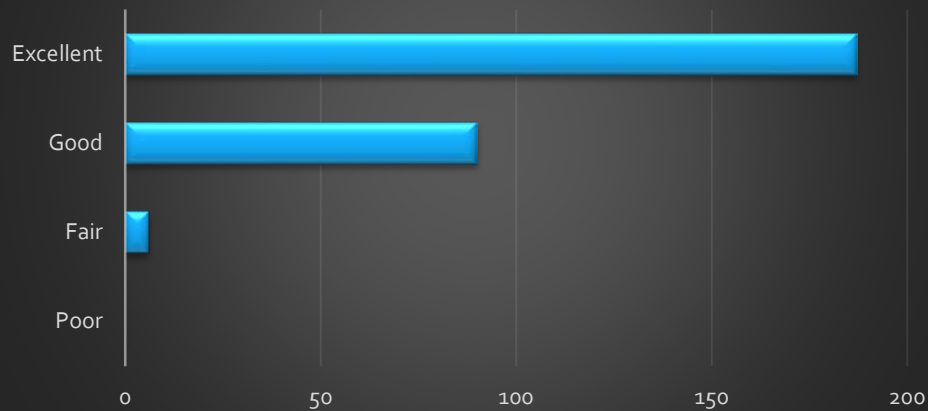
Did Staff Treat You in a Courteous Manner?



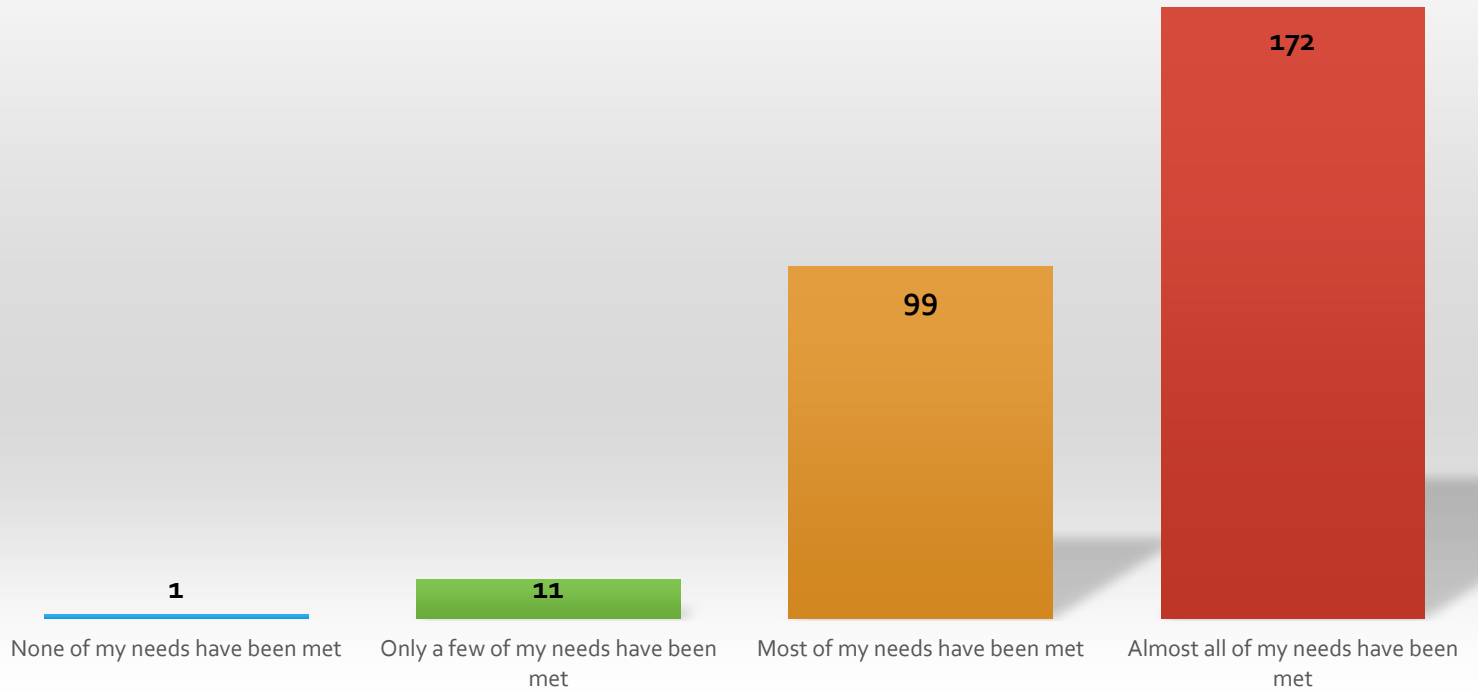
Did staff inform you about other Mid services?



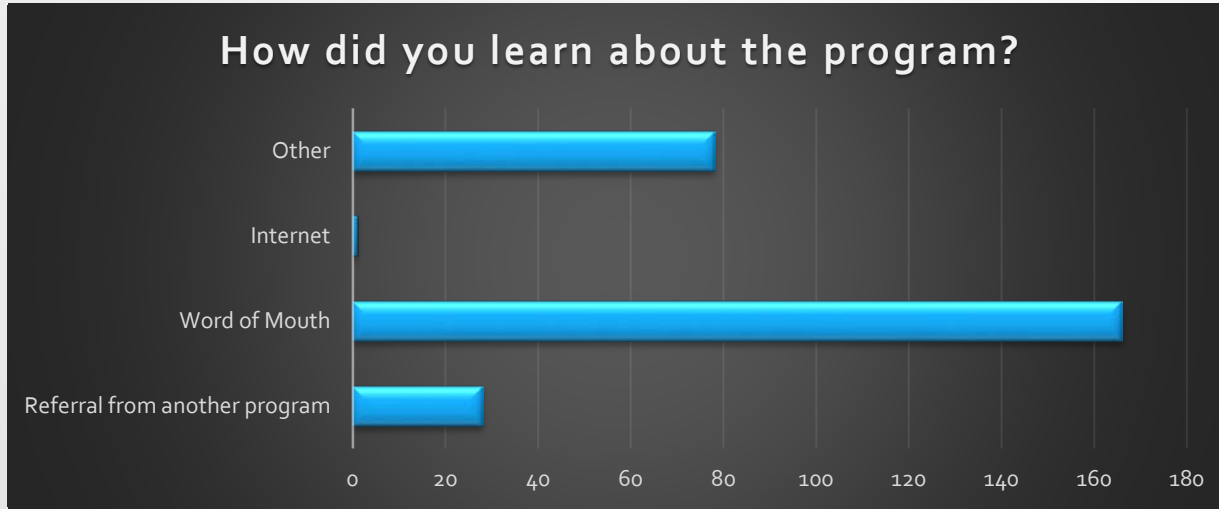
How would you rate staff members overall knowledge and expertise?



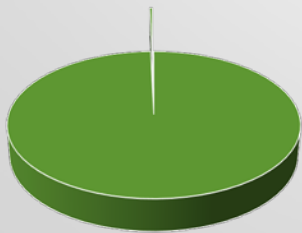
Based on the services the program could provide, were your needs met?



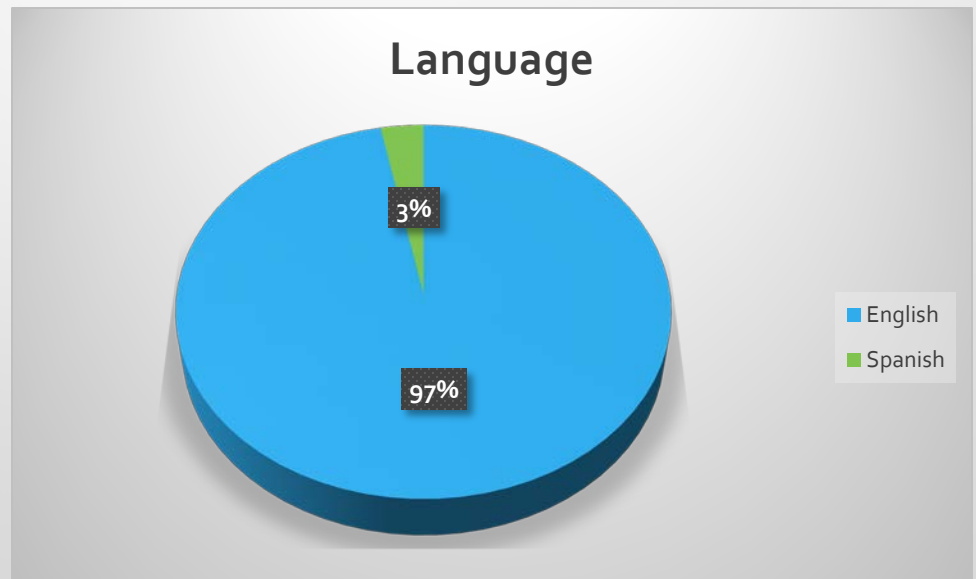
275 survey respondents indicated they would recommend the program to a friend if needed and 279 indicated services were provided in a timely manner.



Was the office and waiting area clean and inviting?

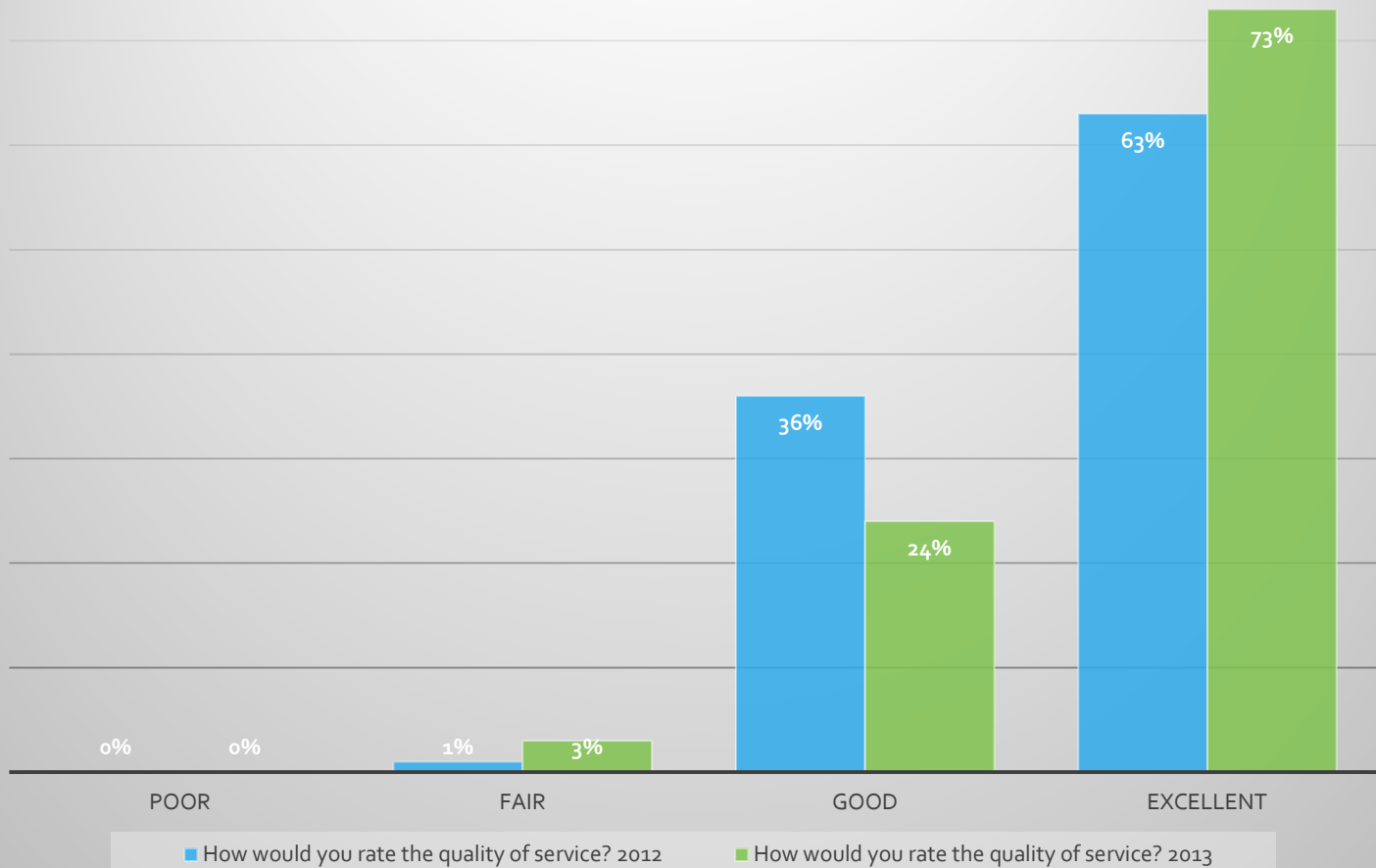


Yes No

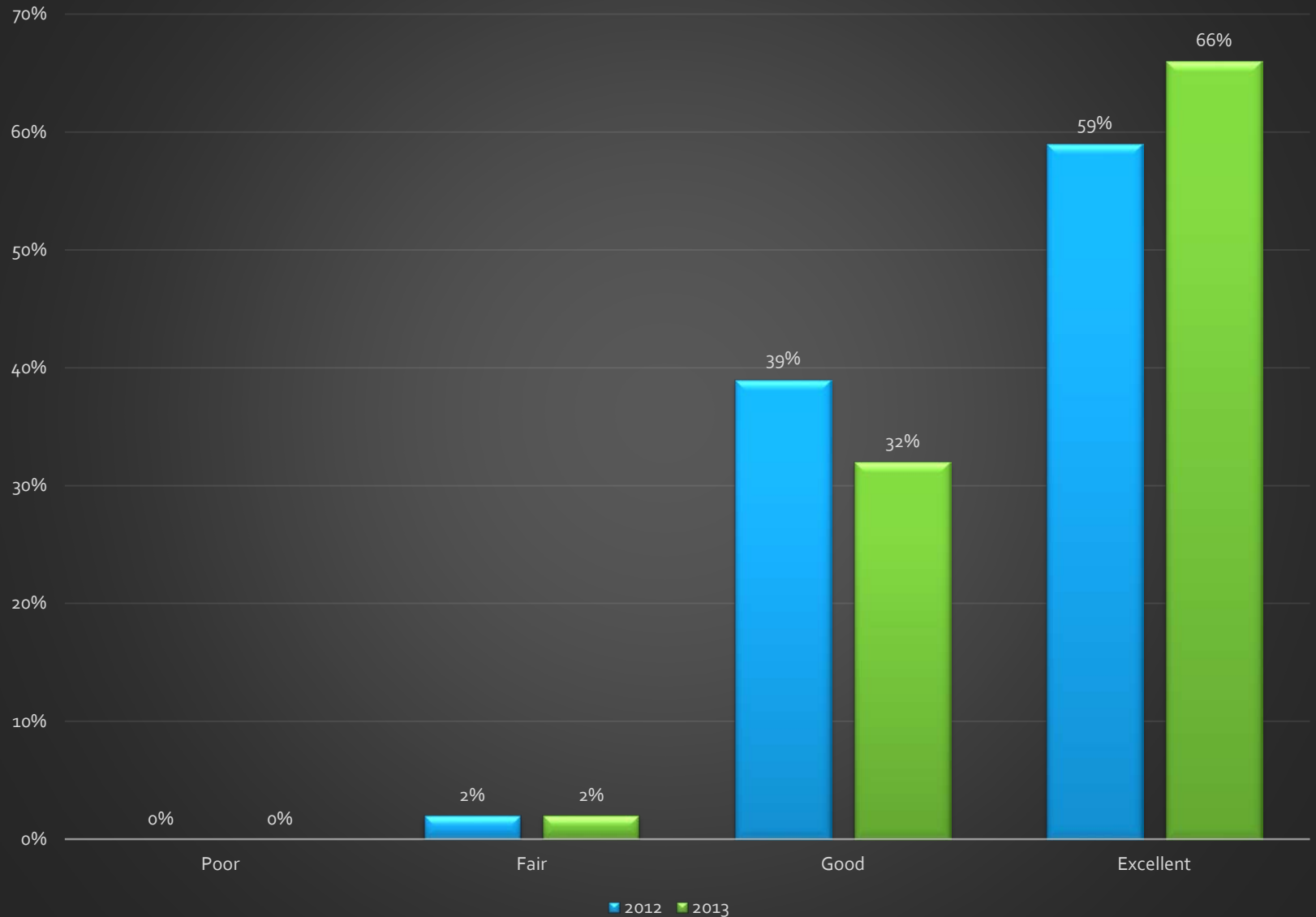


TREND DATA ANALYSIS 2012 TO 2013 SURVEY RESPONSES

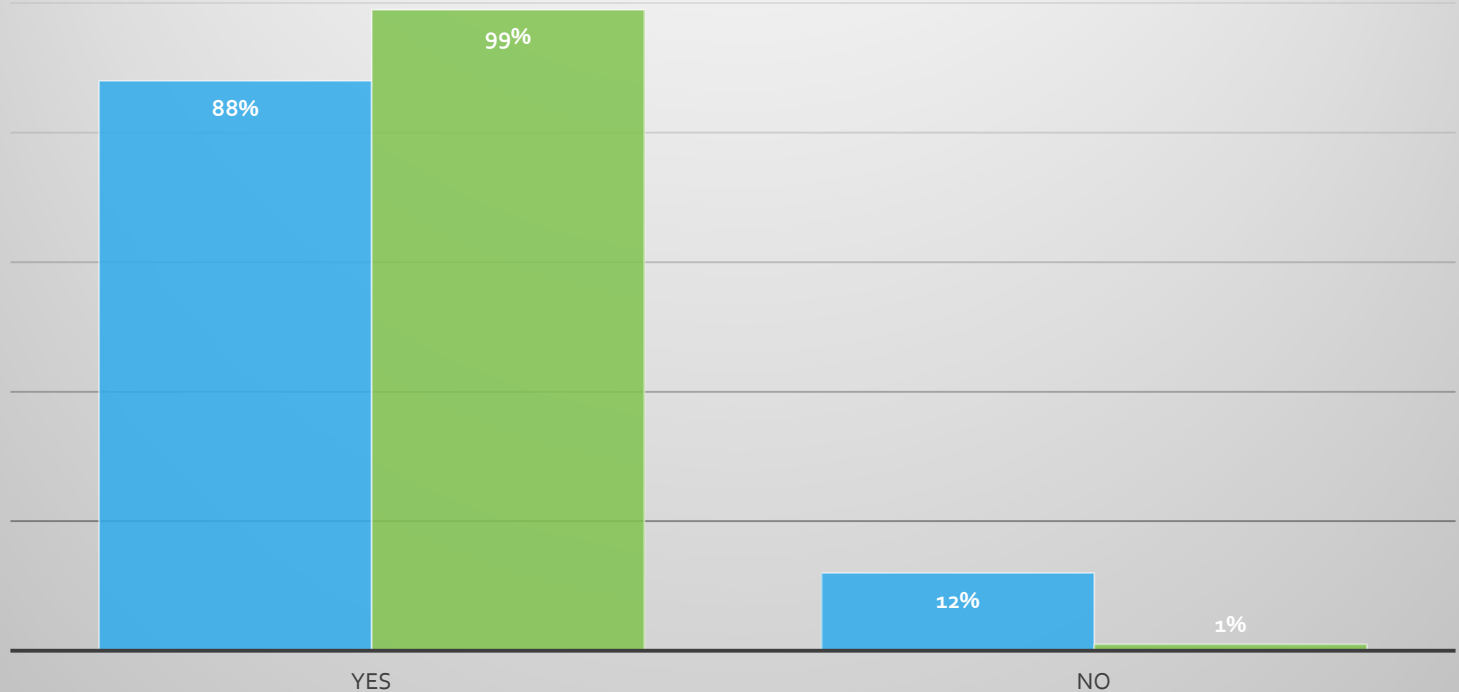
Rate the Quality of Services



How would you rate staff members overall knowledge and expertise?



Did staff treat you in a courteous manner?



■ Did staff treat you in a courteous manner? 2012

■ Did staff treat you in a courteous manner? 2013

Areas for Improvement

- Ensuring staff are educating our clients on other resources and programs.
- Word of mouth continues to trend high on how people learn about our programs. This is important and demonstrates the value people put on our services. We need to continue to expand education and awareness about our programs utilizing social marketing and community partnerships.