



# 2019 Customer Satisfaction Report

An Analysis of Service Quality, Customer Satisfaction, and Program Access

# Methodology

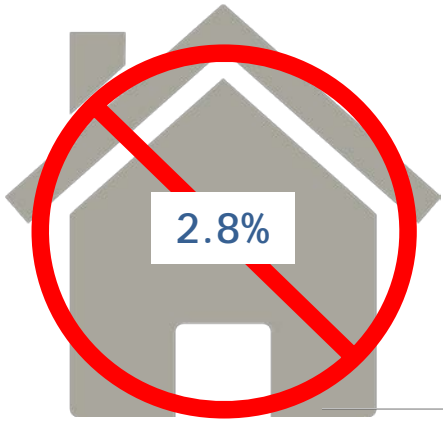
- ▶ A total of **1,759** Customer Satisfaction surveys were distributed on October 31, 2019 to be returned no later than December 20, 2019.
- ▶ After the survey period, all Customer Satisfaction data was entered into SPSS and analyzed. All qualitative data was compiled into a Word document and attached to the final Customer Satisfaction Report.

# Return Rate

- ▶ By the end of the survey period (October 31 - December 20), a total of **741** surveys had been return, equating to a return rate of **42.1%**.
- ▶ This return rate is roughly 3% higher than last year's return rate, just over 7% lower 2017, and 8.9% lower than 2016.
- ▶ Of the 741 surveys returned, Head Start clients returned **23.3%** of surveys, followed by WIC clients who returned **23.1%** of surveys.



# Demographic Breakdown



28.9%



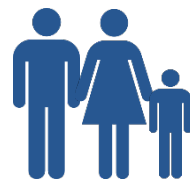
21.0%



1.6%



10.7%



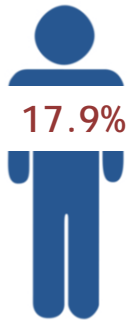
33.9%

Other (3.9%)

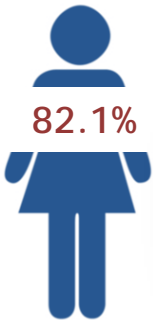
24-34 yrs. old (37.5%)

65+ yrs. old (26.1%)

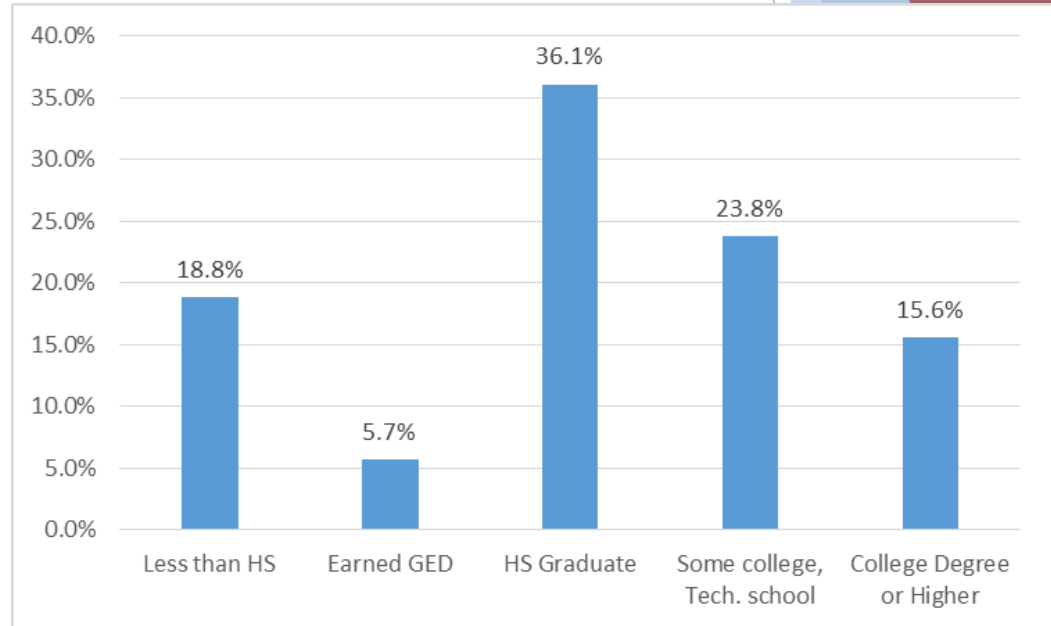
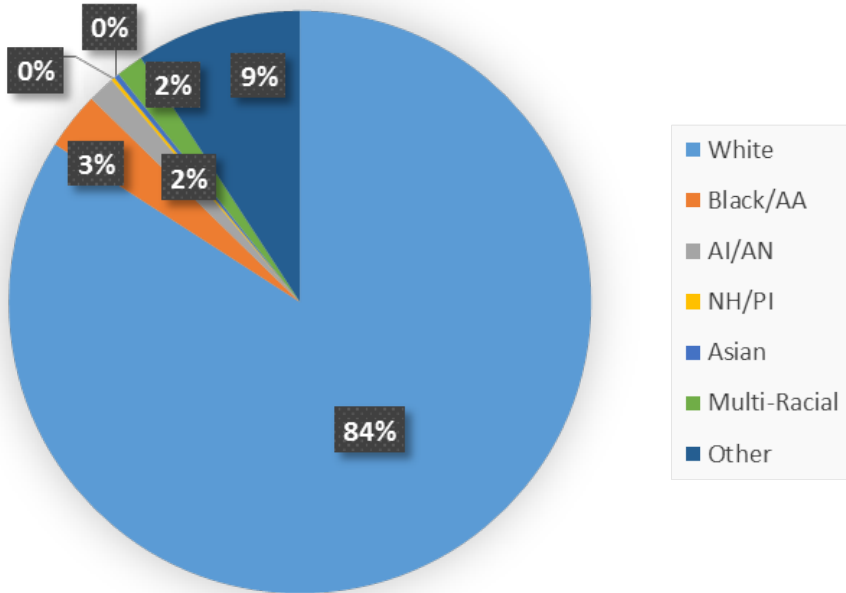
35-44 yrs. old (12.9%)



17.9%



82.1%



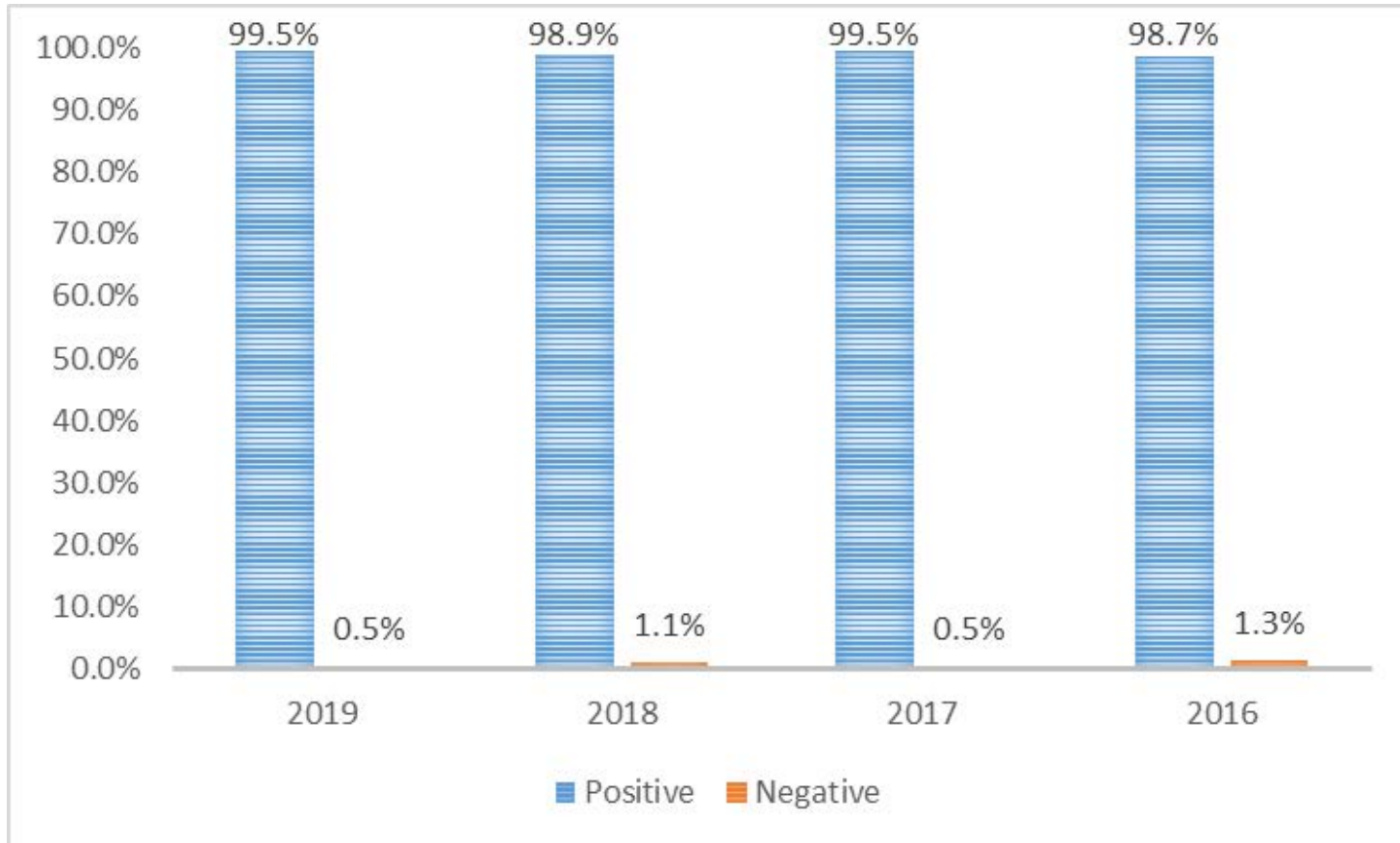


# 2016 - 2019: Trend Data

An Analysis of Mid's Service Quality, Customer Satisfaction, and Program Access Over the Last Four Years

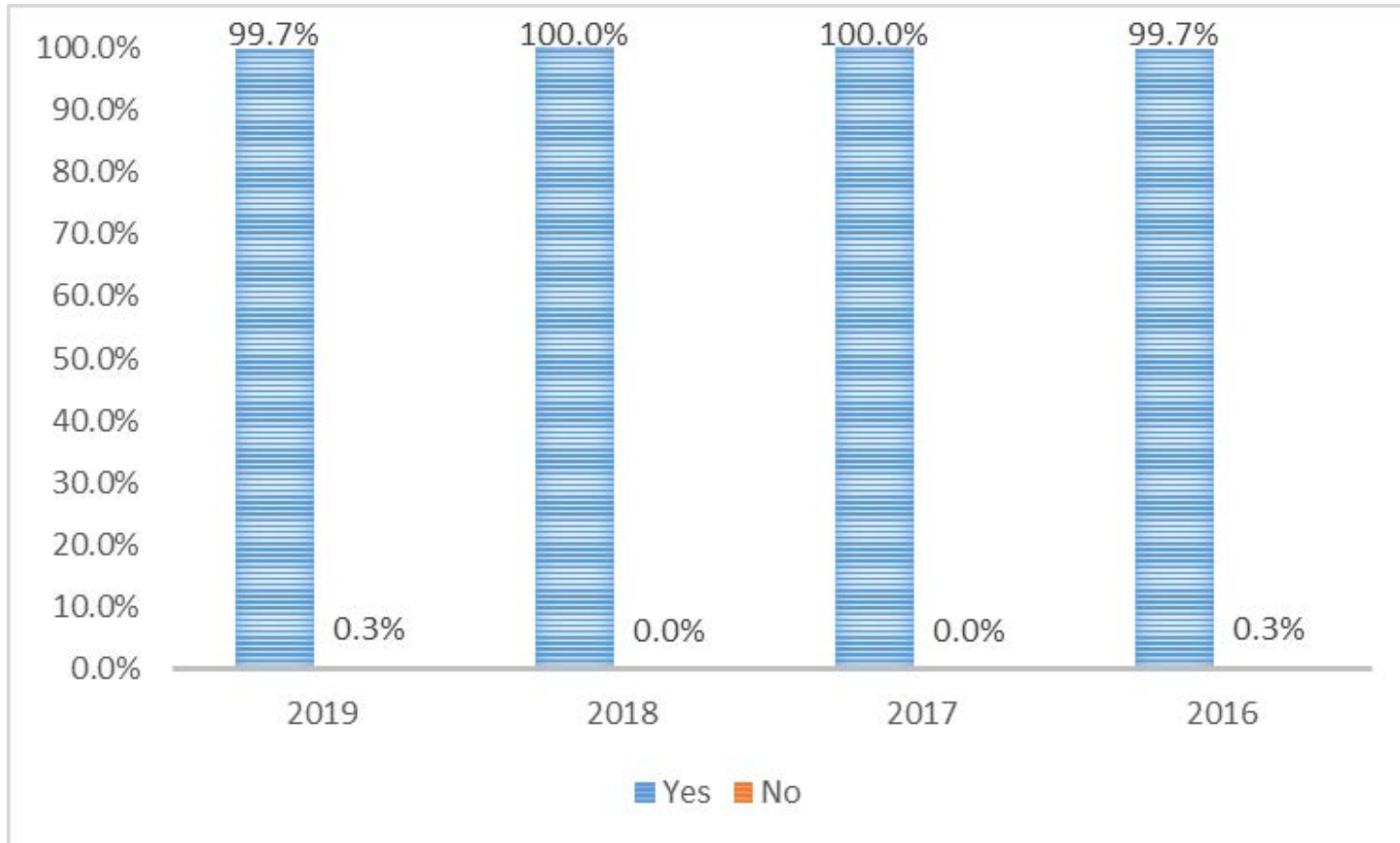
# Program Services

► Overall, how would you rate the quality of services received?



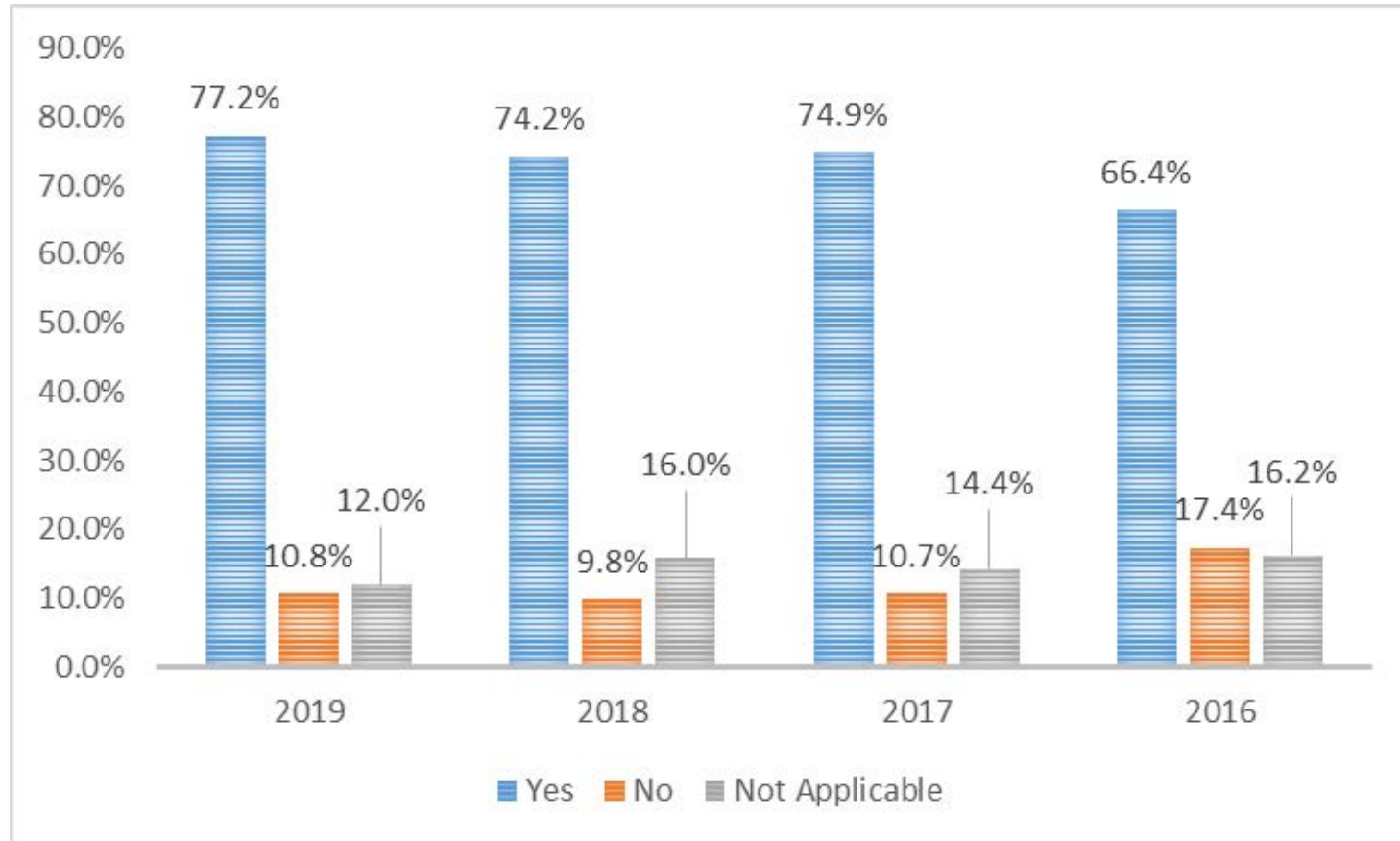
# Program Services

► Did staff treat you in a respectful manner?



# Program Services

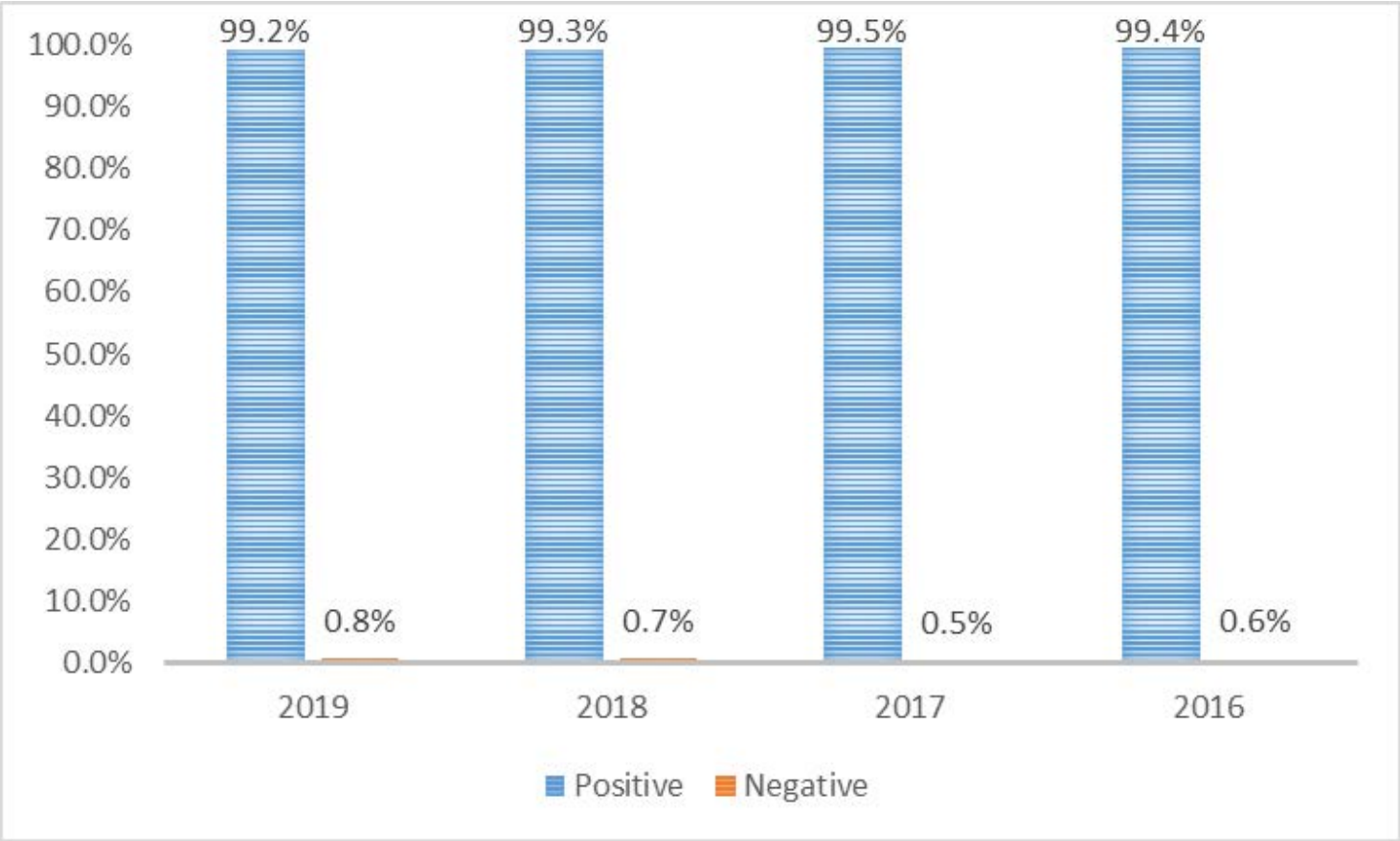
- ▶ Did staff offer additional information about other Community Action programs?





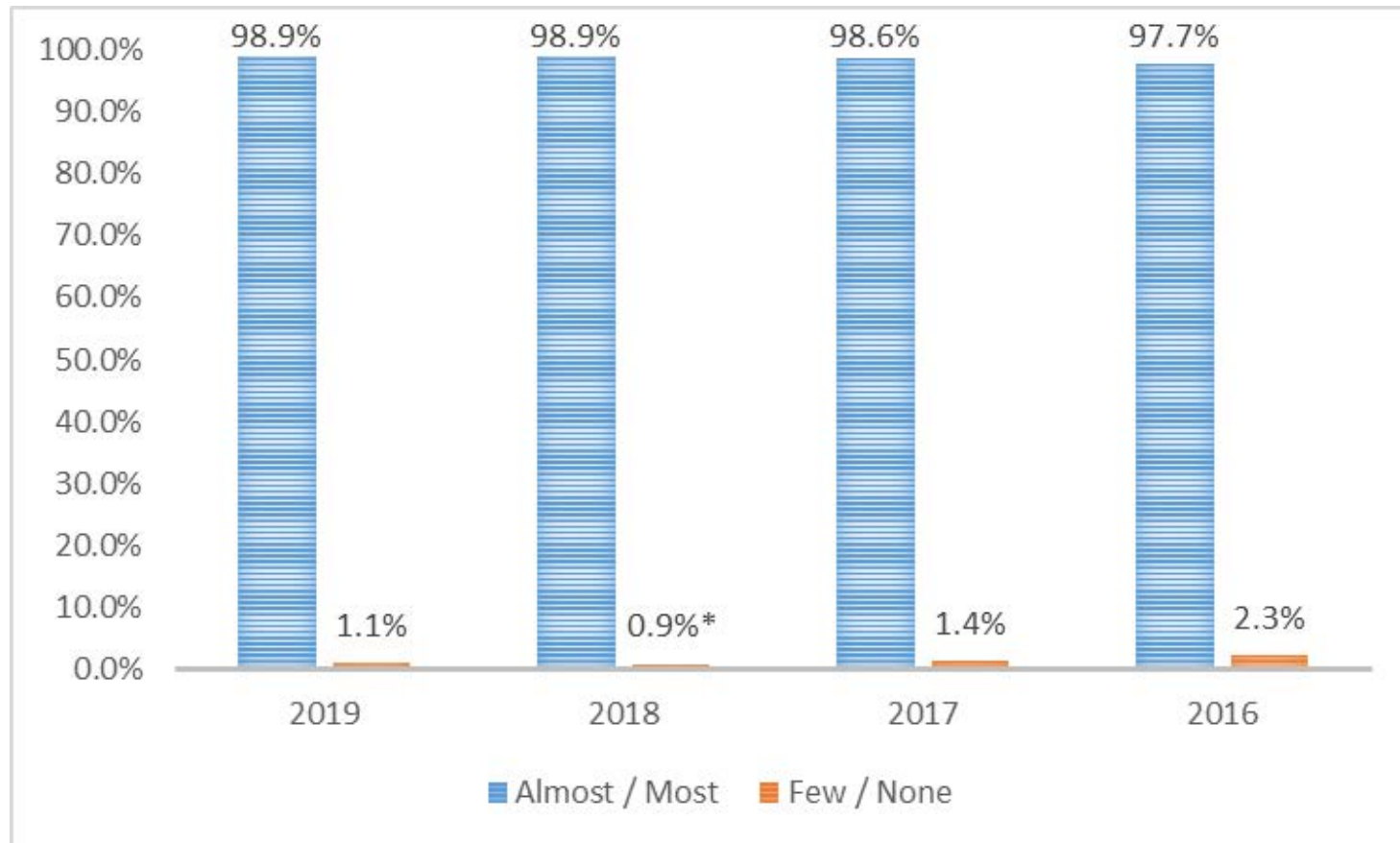
# Program Services

► How would you rate the staff member's overall knowledge of the program?



# Service and Environment

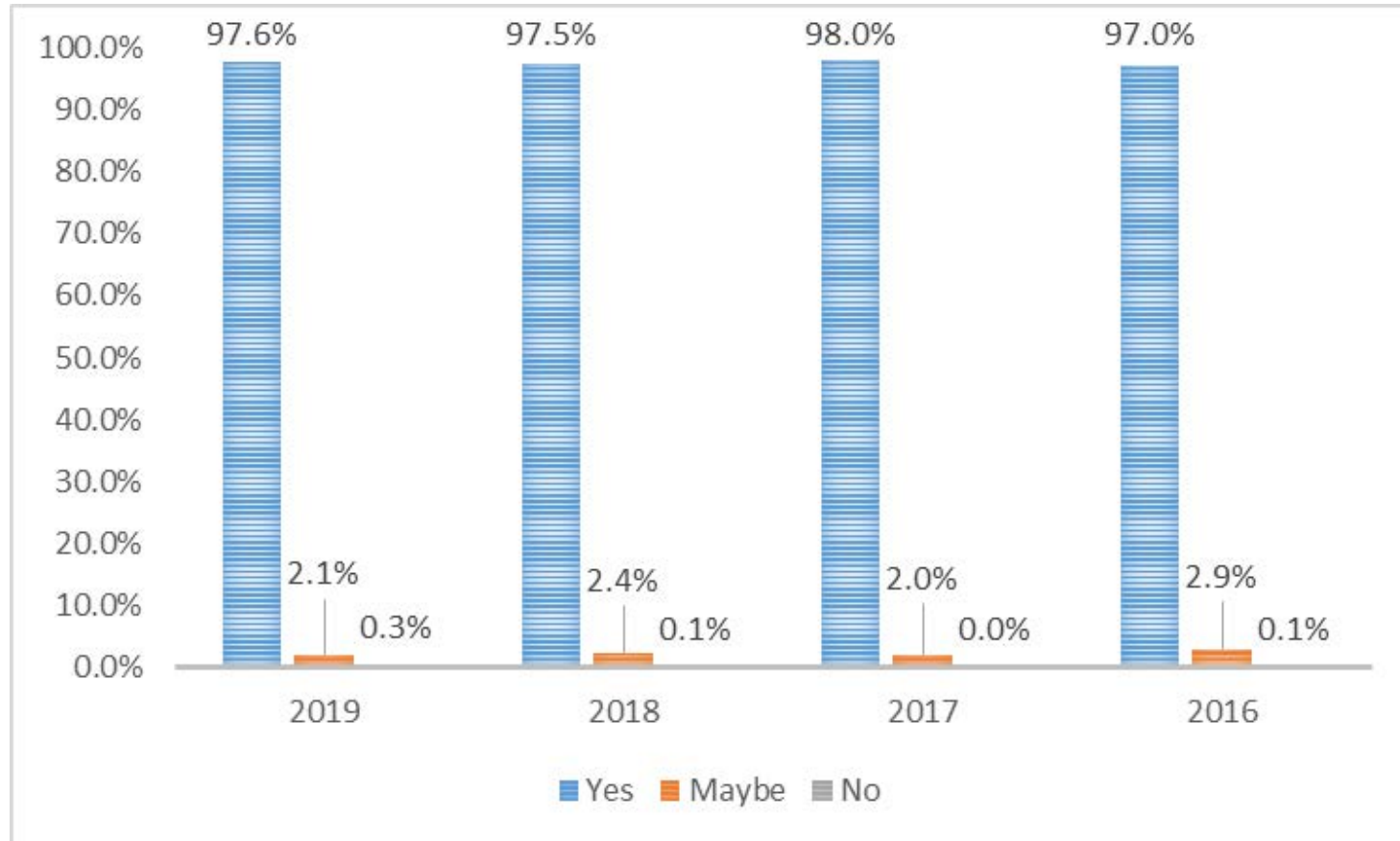
- ▶ Based on the services the program could offer, were your needs met?



\*Note: 0.2% of data was missing

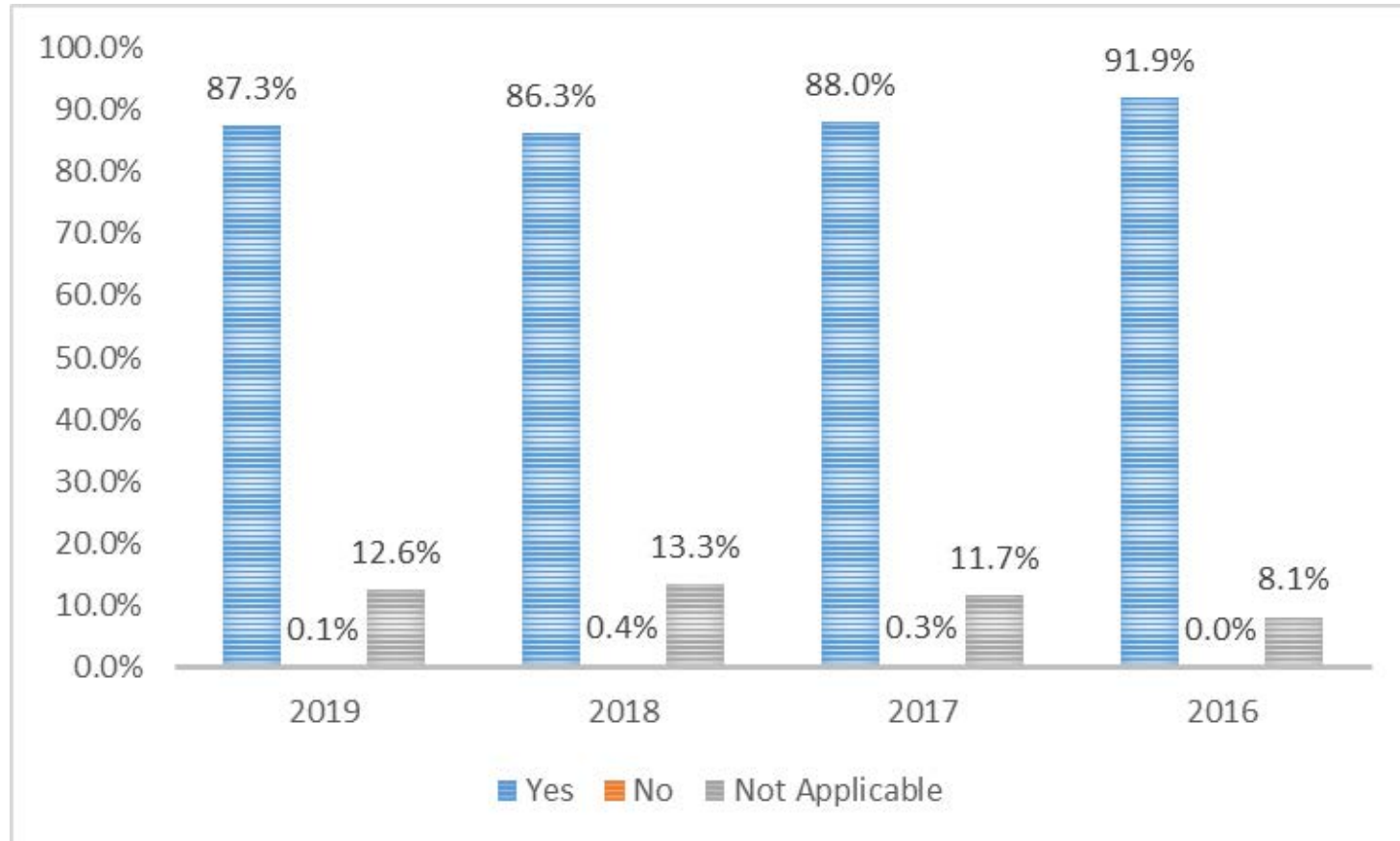
# Service and Environment

- ▶ Would you recommend this program if a friend was in need of similar help?



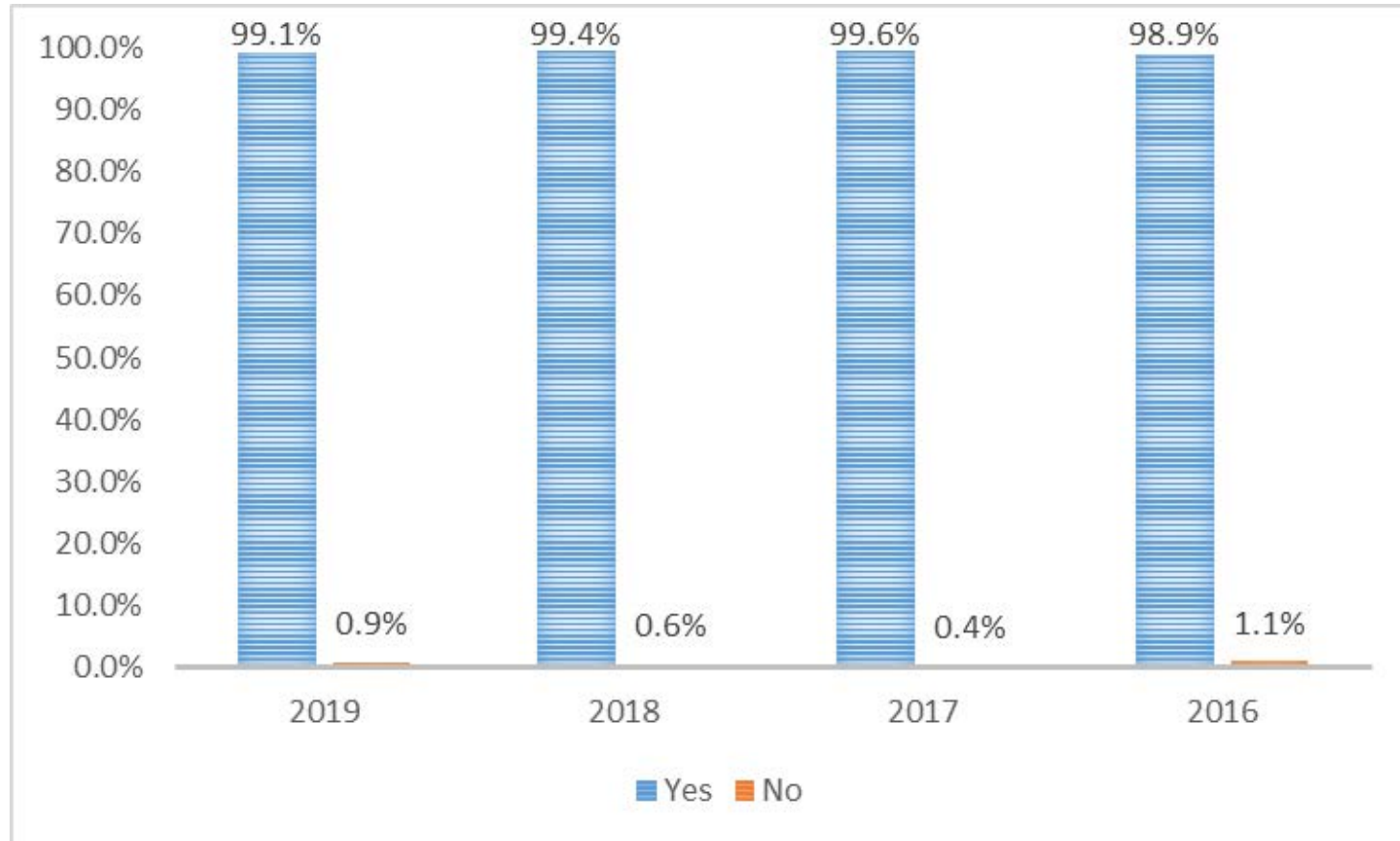
# Service and Environment

► Was the office and waiting area clean?



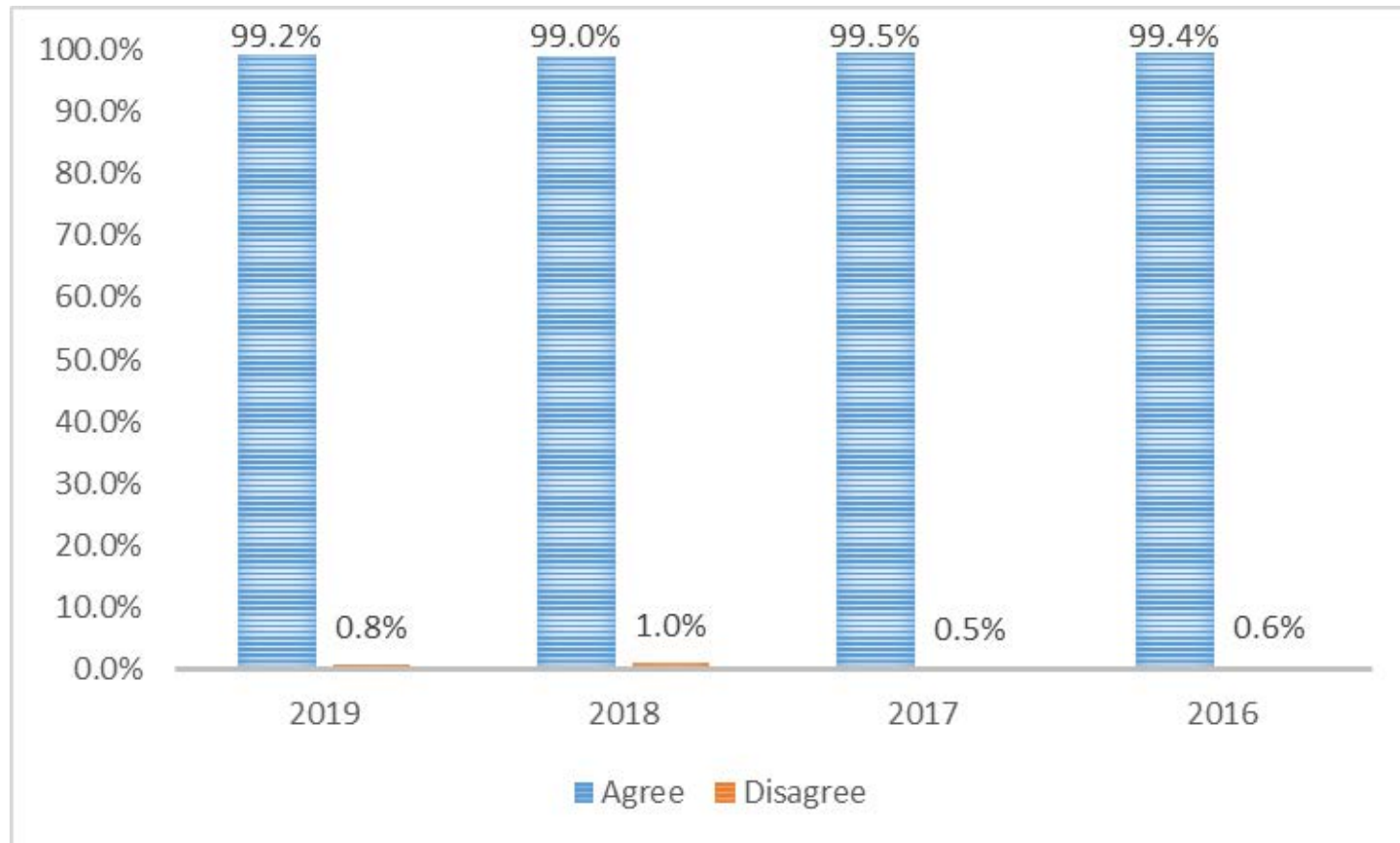
# Service and Environment

► Were services provided in a timely manner?



# Service and Environment

- ▶ Because of Community Action's help, my situation has been improved.



Any questions or  
comments?

The background features abstract geometric shapes, primarily overlapping triangles, in various shades of blue and red. The shapes are layered, creating a sense of depth and movement. The colors range from light, airy blues to deep, rich reds and dark blues. The overall composition is modern and clean.