



# 2020 CUSTOMER SATISFACTION

Community Action Partnership of Mid-Nebraska

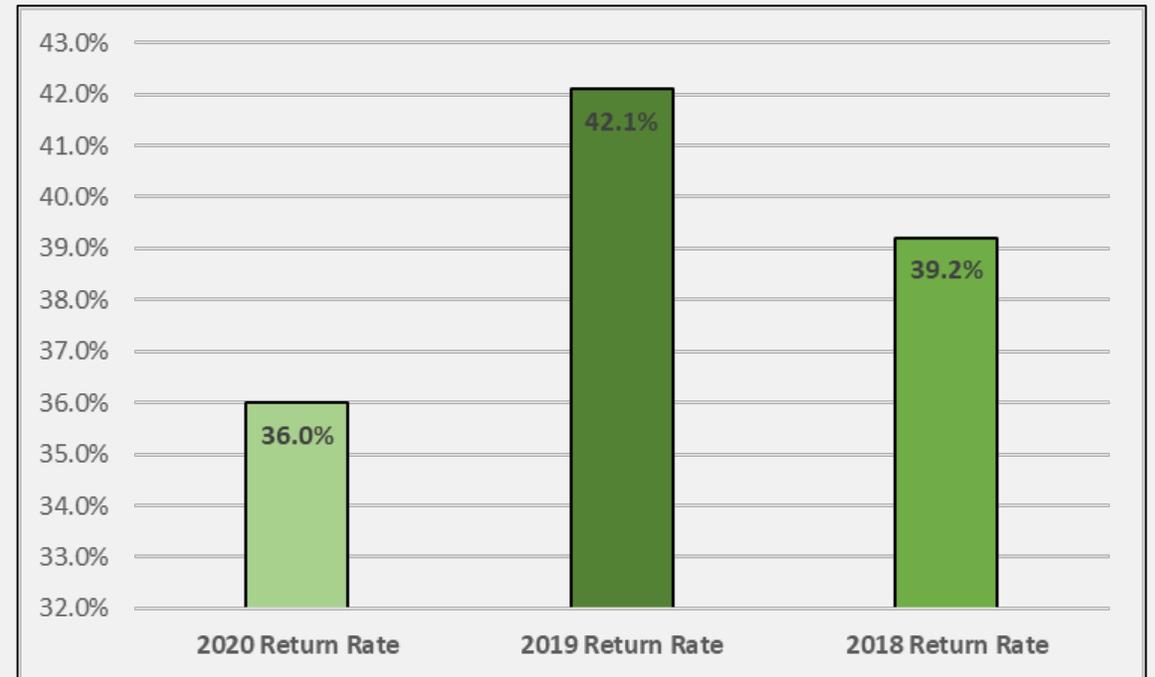
# METHODOLOGY

- 1,210 surveys were distributed to Program Directors on 11.09.20 with a due date set for 12.22.20.
- A few adjustments were necessary due to the Coronavirus Pandemic, including:
  - Adding a qualitative question to the survey asking clients to share any need that they are experiencing related to the COVID-19 pandemic;
  - The Women, Infants, and Children (WIC) Program did not participate in this year's Customer Satisfaction survey as they are not seeing clients face-to-face until further notice and because they have conducted a number of State required Customer Satisfaction surveys throughout the year; and
  - The Community Services Program distributed 275 surveys via postal mail rather than face-to-face.
- Once returned, completed surveys were analyzed in SPSS and developed into the following report.



# RETURN RATE

- Mid distributed 1,210 Customer Satisfaction surveys on 11.09.20. By 12.22.20, a total of 436 surveys had been returned to Mid for a return rate of 36%.
- As it compares to the previous two years, this is our lowest return rate, falling 6.1% lower than the 2019 Return Rate and 3.2% lower than the 2018 Return Rate.
  - This lower return was expected though, considering the circumstances of 2020 and the Coronavirus Pandemic.
- Though the overall return rate for the agency is lower than previous years, Mid programs saw increased return rates for their individual programs.



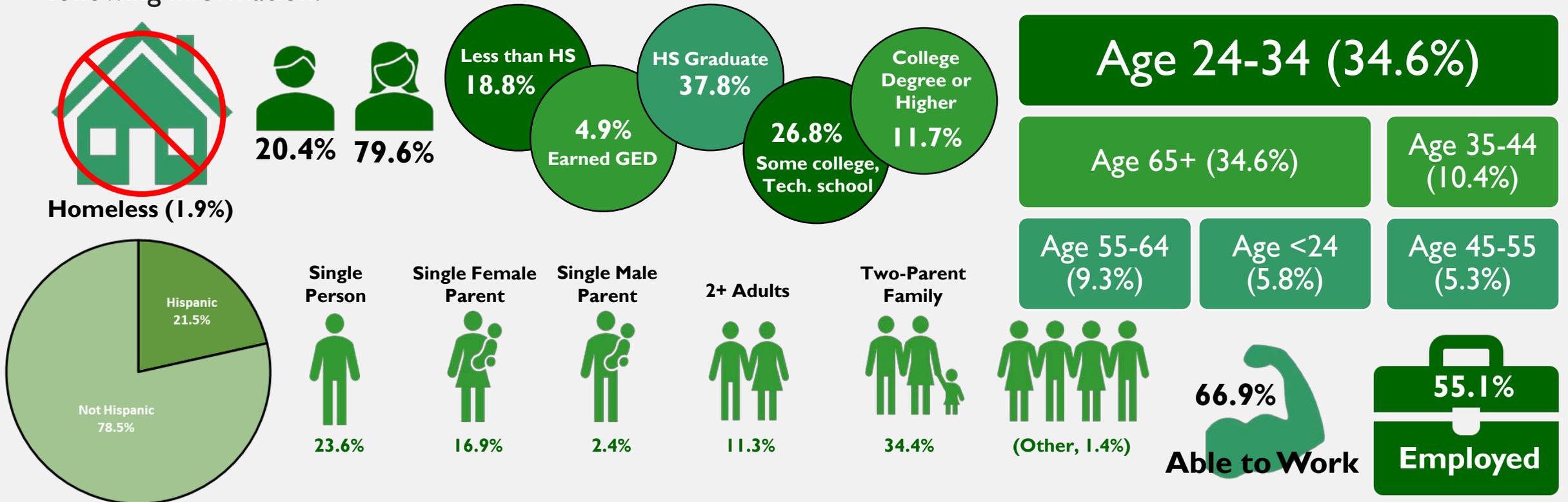
## PROGRAM SPECIFIC RETURN RATES

- The chart below shows the return rate for each year – 2020, 2019, 2018 – according to program. The percentages highlighted in green indicate the highest return rate over the last three years of Customer Satisfaction surveys for that program. **Seven out the nine (77.8%) programs recorded their highest return rate in 2020.**

Program	2020 Return Rate	2019 Return Rate	2018 Return Rate
North Platte Senior Center	13.3%	1.2%	3.6%
Minden Senior Center	50.0%	3.9%	5.3%
Peterson Senior Center	62.0%	4.2%	3.2%
Head Start	49.5%	31.2%	51.2%
Transportation	48.9%	10.0%	12.7%
Community Services	2.5%	5.8%	7.8%
Immunization/CHW	18.3%	5.3%	14.7%
Nutrition/Food Pantry	118.0%	10.2%	14.8%
Weatherization	55.3%	4.8%	5.5%

# DEMOGRAPHIC BREAKDOWN

- Survey participants were asked to check the demographic boxes that best described them and their families. This section of the survey remained *optional* however for clients who are uncomfortable or unwilling to provide the following information:



# OVERALL SATISFACTION

- According to the 436 surveys received from program participants, 98.2% of clients responded positively when asked about the overall quality of services they received. To see how this satisfaction rate compares to the previous two years of Customer Satisfaction surveys, please refer to the chart below.

Quality of Service	2020 Response	2019 Response	2018 Response
Excellent	82.5%	83.4%	80.4%
Good	16.6%	16.1%	18.5%
Fair	0.9%	0.4%	0.8%
Poor	0.0%	0.1%	0.3%

- Overall satisfaction is determined by taking the sum of positive ratings ('excellent' plus 'good') and subtracting the sum of negative ratings ('fair' plus 'poor'). Therefore, the overall satisfaction in 2020 is 0.8% lower than 2019 and 0.4% higher than that of 2018. For overall rating on all survey questions and how it compares to previous years, please refer to the chart on the next slide.

## OVERALL RATING

	2020 Overall Rating	2019 Overall Rating	2018 Overall Rating
Quality of Service	98.2%	99.0%	97.8%
Treated Respectfully	100.0%	99.4%	100.0%
Received Additional Info.	63.1%	66.4%	64.3%
Overall Knowledge of Staff	96.2%	98.4%	98.6%
Client's Needs Were Met	95.2%	97.8%	97.8%
Would Recommend	99.0%	99.6%	99.8%
Waiting Area was Clean	72.4%	87.2%	85.9%
Received Services in a Timely Manner	98.6%	98.2%	98.8%
Situation was Improved	99.4%	98.4%	98.0%

- Blocks highlighted in green indicate the highest overall satisfactory rating from 2018 to 2020

# PROGRAM SPECIFIC DATA

- Clients are given the choice to choose from a list of 15 Community Action Partnership of Mid-Nebraska programs, including the following:
  - **Child Advocacy and Resource and Education (C.A.R.E.)**
  - **Early Head Start**
  - **Community Action Food Bank**
  - **Peterson Senior Center**
  - **RYDE Transit**
  - **Community Health Worker (CHW) Program**
  - **Commodity Supplemental Food Program (CSFP)**
  - **Immunizations**
  - **North Platte Senior Center**
  - **Senior Companion Program**
  - **Women, Infants, and Children (WIC) Program**

*Though participants are instructed to only select one program, many select all the programs that they have or are currently participating in, which can complicate program specific data. Therefore, the following data is a rough estimate of program specific return rates and satisfaction.*

## PROGRAM SPECIFIC DATA

Program	Return Rate	Overall Satisfaction	Overall Rating
C.A.R.E.	0 sent, 1 received	100.0%	100.0%
Early Head Start	0 sent, 47 received	100.0%	97.6%
Food Bank	44.0%	90.9%	84.8%
Peterson Nutrition	62.0%	100.0%	88.9%
Weatherization/Housing	55.3%	100.0%	84.2%
Community Services	2.5%	100.0%	95.2%
Head Start	40.3%	99.3%	96.2%
Minden Senior Center	50.0%	100.0%	89.8%
RYDE Transit	48.9%	95.5%	84.6%
CHW Program	10.0%	100.0%	93.8%
CSFP	25 sent, 48 received	100.0%	84.6%
Immunizations	26.7%	100.0%	96.3%
NPSC	13.3%	100.0%	71.4%

## PROGRAM SPECIFIC DATA

- **Return Rate** is determined by the number of surveys received divided by the number of surveys sent. As indicated on the chart on the previous slide, there were three programs that received more surveys than were sent, resulting in a return rate higher than 100%. This is likely due to clients selecting more than one program, which makes it unclear which program the survey was intended for.
- **Overall Satisfaction** is determined by the response to question number one on the survey, which asks clients to rate the quality of services that they received on a scale from 'excellent' to 'poor'. The overall satisfaction percentage is determined by the number of respondents who left positive feedback ('excellent' or 'good').
- **Overall Rating** is determined by taking the percentage of negative feedback ('fair' or 'poor') and subtracting that from the percentage of positive feedback ('excellent' or 'good'). This equation is done for each question. An average of all overall percentages of satisfaction is then calculated, which determines the overall rating for each program.

# CONCLUSION

- As many individuals, families, and communities within Mid's 27-county service area faced and continue to face tragic circumstances, our agency has been able to step in and help those in need. Of those we have helped thus far, nearly 100% shared that their circumstances have improved. One hundred percent also indicated that they were treated respectfully. This is particularly important to point out, because in a world where everyone is one edge, tense, and scared, we have been able to maintain a standard of kindness and respect, helping those that we can with the best quality of care possible.
- **Great job** Community Action Partnership of Mid-Nebraska staff! You are truly helping people, changing lives, and making communities a better place to live.

