

2023 CUSTOMER SATISFACTION

Community Action Partnership of Mid-Nebraska

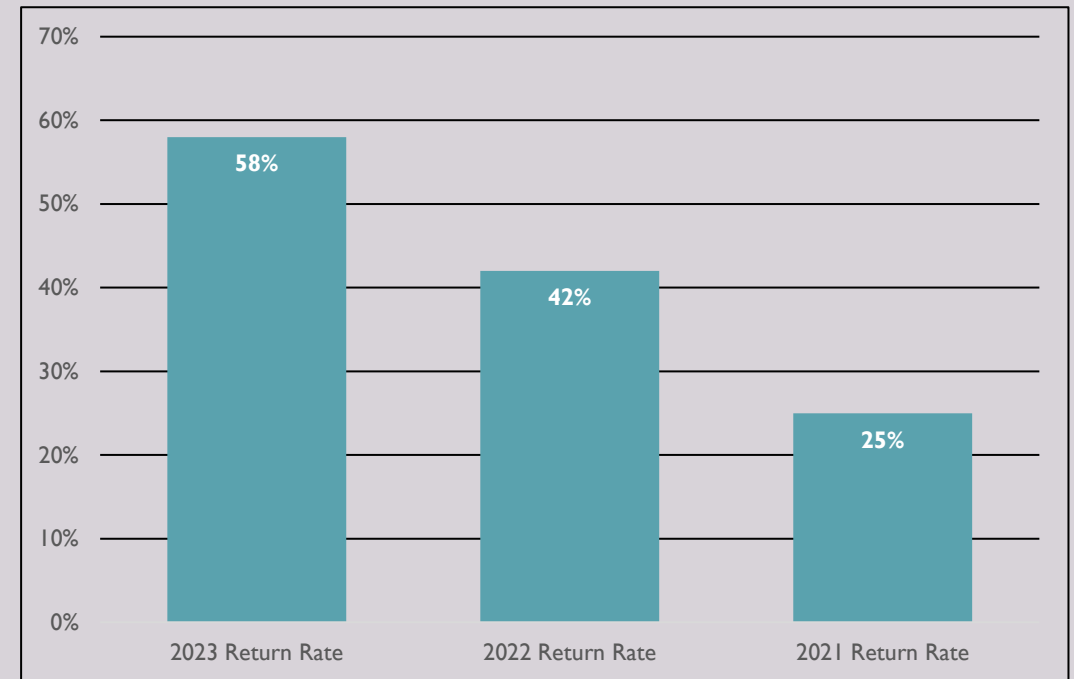
METHODOLOGY

- 1,260 surveys were distributed to Program Directors the week of December 4, 2023 with a due date set for January 5, 2024.
- The qualitative question that asked clients to share any need they had related to the COVID-19 pandemic remained on the survey.
- Surveys were distributed in-person and were made available via an online format.
- Once returned, completed surveys were analyzed in an Excel workbook and developed into the following report.



RETURN RATE

- Mid distributed 1,260 Customer Satisfaction surveys the week of December 4, 2023. By January 5, 2024, a total of 738 surveys had been returned to Mid for a return rate of 59%.
- Of the 738 surveys returned, 725 were paper surveys and 13 were surveys completed online.
- As this return rate compares to the previous two years of data collection, this is the highest return rate, exceeding last year by 17% and 2021 by 33%.
- By program, the highest return rate was for WIC and Nutrition Services, which includes the Food Bank and CSFP, both of which received a 100% return rate.



PROGRAM SPECIFIC RETURN RATES

A few items to note:

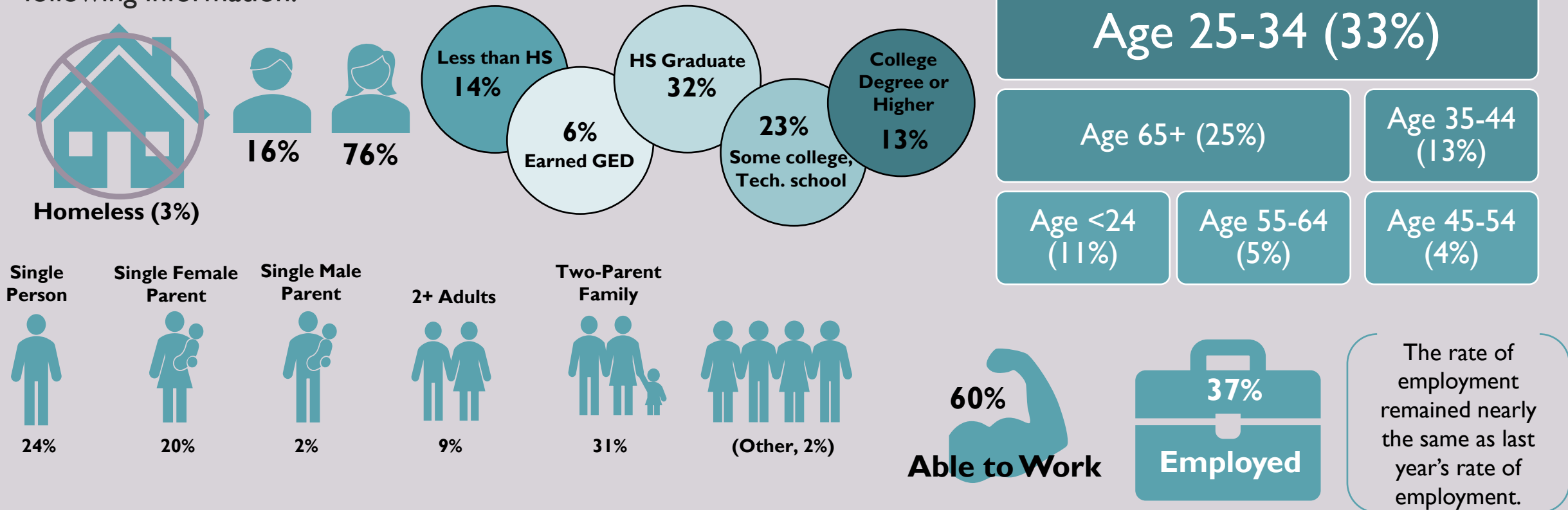
- Nutrition Services includes both the Food Bank and CSFP;
- Weatherization distributes and collects surveys throughout the year, so no return rate is calculated.

Survey participants are asked to select only *one* program for which to attribute the survey. Sometimes this doesn't always happen and multiple programs get selected. It can therefore be challenging to know which program the survey is for, leaving it up to best guess. Because of this, it is possible to have a return rate exceed 100%, which is the case for the Women, Infants, and Children (WIC) Program and the Nutrition/Food Pantry Program.

Chart 1.			
Program	Total Surveys Distributed	Total Surveys Returned	Return Rate
North Platte Senior Center	200	31	16%
Minden Senior Center	60	3	5%
Peterson Senior Center	50	40	80%
WIC	175	200	114%*
Head Start/Early Head Start	310	201	65%
Transportation	135	52	39%
Community Services	50	28	56%
Immunization/CHW	180	45	25%
Nutrition/Food Pantry	50	80	160%*
Senior Volunteer Program	50	14	28%

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 738 surveys received from program participants, 98.9% 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 table below.
- Overall satisfaction is determined by calculating the overall satisfaction for each question according to year by taking total positive (Excellent or Good) responses minus the total negative (Fair or Poor) responses. Once overall satisfaction for each question is determined for all four years, an average was calculated for each year, which is shown here →



OVERALL RATING

Chart 12. Overall Satisfaction

Survey Question	2023	2022	2021	2020
Quality of Service	98.1%	98.6%	98.5%	98.6%
Treated Respectfully	98.6%	97.8%	99.0%	100.0%
Received Additional Info.	62.1%	66.4%	64.9%	63.1%
Overall Knowledge of Staff	96.9%	96.4%	97.8%	96.2%
Client's Needs Were Met	93.6%	93.3%	96.6%	95.2%
Would Recommend	95.8%	94.7%	96.1%	95.6%
Waiting Area was Clean	82.0%	82.1%	77.9%	72.4%
Received Timely Service	95.1%	95.1%	97.2%	98.6%
Situation was Improved	92.7%	94.7%	98.2%	99.4%

QUALITATIVE DATA ANALYSIS

In order to provide a brief snapshot of the qualitative data gathered in the 2023 Customer Satisfaction survey, comments were broken down into applicable categories and themes, such as childcare, transportation, housing, etc.

- It is important to remember that though this data has been quantified, qualitative data still has many variables and each comment should be considered individually.

The tables on the following slides provide a snapshot of the most common responses to the following three questions:

Q1: In your opinion, what needs are not being met within your community?

Q2: Do you have any other input that could help us improve what we do?

Q3: Describe any needs you have related to the Coronavirus Pandemic.

QUALITATIVE DATA ANALYSIS

In addition to analyzing needs and suggestions, it is also important to record how often a client provides positive feedback for our programs, staff, and organization.

This first question had a total of 188 responses, 48% of which were positive feedback.

- 11% of comments were in regards to the need for more or better housing;
- 7% of comments were in regards to childcare, either more availability and/or more affordable; and
- 6% of comments were in regards to the need for more and/or cheaper/more accessible transportation.

Chart 13. What needs are not being met within your community?

Category	Frequency
Positive Feedback	91 comments
Housing	21 comments
Childcare	14 comments
Transportation	13 comments

QUALITATIVE DATA ANALYSIS

The second question had a total of 120 responses, 62% of which were positive feedback.

- Suggestions for Senior Center meals;
- Increased/Improved Community awareness;
- Transportation; and
- More Spanish resources and assistance

Chart 14. Do you have input that could help us improve what we do?	
Category	Frequency
Positive Feedback	74 comments
Senior Center meals	6 comments
Community awareness	6 comments
Transportation	3 comments
Spanish resources/assistance	3 comments

QUALITATIVE DATA ANALYSIS

The final question had a total of 46 responses. Most frequent responses include:

- Food resources/assistance
- Medical resources/assistance
- Financial assistance
- Community accountability
- Housing assistance

For a list of all other comments left for this question, please refer to the 2022 Customer Satisfaction report.

Chart 15. Describe any needs you have related to COVID-19.

Category	Frequency
Food	6 comments
Medical	6 comments
Community Accountability	3 comments
Housing	2 comments

CONCLUSION

Overall, data gathered from the 738 surveys received back from clients indicates that while Community Action Partnership of Mid-Nebraska and its many programs continues to serve people and improve lives, there was a decrease in positive ratings and areas for improvement – though the decrease was so minute, it does not warrant much concern. The return rate went up significantly from previous years, which is a good thing to see and indicates that our communities are rebounding after COVID-19 and seeking the assistance that they need.

To see a breakdown of **Areas of Improvement** and **Areas of Success**, please review the 2023 Customer Satisfaction Report.

Great job Community Action Partnership of Mid-Nebraska staff! You are truly helping people, changing lives, and making our communities a better place to live.

