

**TO: Workforce Investment Board**

**DATE: 3/08/07**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Business Customer Service and Satisfaction Survey**

**PROPOSED MOTION(S): Information only.**

**DISCUSSION: A key measure in the Workforce Investment Board's Strategic Scorecard is Customer Perspective. The satisfaction of the Business Customer is the first measure/indicator on the Strategic Scorecard. To judge whether employer's needs are being met, the WIB has chosen to conduct a face-to-face, 10-question survey of 30 employers.**

**That survey is now completed and presented for review.**

**ATTACHMENT(S):  
Survey**

**Business Customer Service and Satisfaction Survey**  
**30 Businesses Received Services 09/01/05 to 03/31/06**  
**Survey Completed January 2007**

**What services did you receive from Worknet?**

|  | <u># Responses</u> |
|--|--------------------|
| 1. Applicant screening .....                   | 13                 |
| 2. Enterprise Zone .....                       | 5                  |
| 3. Job fair .....                              | 1                  |
| 4. Job orders .....                            | 17                 |
| 5. Job Referrals .....                         | 15                 |
| 6. OJT .....                                   | 11                 |
| 7. Post jobs on CalJOBS .....                  | 4                  |
| 8. Recruitment .....                           | 5                  |
| 9. Skills testing/career assessment .....      | 1                  |
| 10. Tax credits .....                          | 1                  |
| 11. Used Worknet facility for interviews ..... | 5                  |

**What services would you like to have or receive?**

|   | <u># Responses</u> |
|---|--------------------|
| 1. Continue with services .....                     | 5                  |
| 2. Enterprise Zone .....                            | 1                  |
| 3. Find qualified people with specific skills ..... | 4                  |
| 4. Job orders .....                                 | 1                  |
| 5. Job referrals .....                              | 1                  |
| 6. Longer OJTs .....                                | 1                  |
| 7. More employed worker training .....              | 1                  |
| 8. More follow up with employees after hire .....   | 1                  |
| 9. No additional .....                              | 14                 |
| 10. Not sure .....                                  | 6                  |
| 11. OJT .....                                       | 1                  |
| 12. Skills testing/career assessment .....          | 1                  |

**How could we improve our services to you and other businesses?**

|   | <u># Responses</u> |
|---|--------------------|
| 1. Don't know .....   | 2                  |
| 2. Feedback to training providers when training doesn't meet employer needs ..... | 1                  |
| 3. Follow up on hired applicants .....  | 1                  |
| 4. Instruct on how to use CalJOBS .....   | 1                  |
| 5. Longer OJTs .....  | 1                  |
| 7. No improvement needed .....  | 23                 |
| 8. On going referral of job seekers .....   | 1                  |

**Would you recommend our services to other businesses?**

|           | <u># Responses</u> |
|-----------|--------------------|
| Yes ..... | 30                 |
| No .....  | 0                  |

**How did you hear about us?**

|  | <u># Responses</u> |
|--|--------------------|
| 1. Brochure .....                              | 1                  |
| 2. Enterprise Zone .....                       | 1                  |
| 3. Prior customer .....                        | 3                  |
| 4. Word of mouth .....                         | 15                 |
| 5. Worknet/Workforce Investment employee ..... | 11                 |

NOTE: Employers may have made more than one choice in the above questions.

Please rate the following questions on a scale of 10 for very satisfied down to 1 for very dissatisfied.

Information received?

| Very Satisfied |   |   |   |   |   |   |   | Very Dissatisfied |   |     |                |  |
|----------------|---|---|---|---|---|---|---|-------------------|---|-----|----------------|--|
| 10             | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2                 | 1 | N/A | Average Rating |  |
| 17             | 6 | 4 | 1 |   |   | 1 |   |                   |   | 1   | 9.21           |  |

Courtesy of staff?

| Very Satisfied |   |   |   |   |   |   |   | Very Dissatisfied |   |     |                |  |
|----------------|---|---|---|---|---|---|---|-------------------|---|-----|----------------|--|
| 10             | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2                 | 1 | N/A | Average Rating |  |
| 24             | 5 |   |   |   |   |   |   |                   |   | 1   | 9.83           |  |

Quality of overall service?

| Very Satisfied |   |   |   |   |   |   |   | Very Dissatisfied |   |     |                |  |
|----------------|---|---|---|---|---|---|---|-------------------|---|-----|----------------|--|
| 10             | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2                 | 1 | N/A | Average Rating |  |
| 21             | 4 | 4 |   |   |   |   |   |                   |   | 1   | 9.59           |  |

Quality of facility?

| Very Satisfied |   |   |   |   |   |   |   | Very Dissatisfied |   |     |                |  |
|----------------|---|---|---|---|---|---|---|-------------------|---|-----|----------------|--|
| 10             | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2                 | 1 | N/A | Average Rating |  |
| 5              | 5 | 1 |   |   |   |   |   |                   |   | 19  | 9.36           |  |

How would you rate the value of the services to your business?

| Very Satisfied |   |   |   |   |   |   |   | Very Dissatisfied |   |     |                |  |
|----------------|---|---|---|---|---|---|---|-------------------|---|-----|----------------|--|
| 10             | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2                 | 1 | N/A | Average Rating |  |
| 21             | 3 | 3 | 1 |   |   |   |   |                   |   | 2   | 9.57           |  |

**Worknet & the Department of Workforce Investment**  
**Business Customer Service and Satisfaction Report**  
**30 Businesses Received Services 09/01/05 to 03/31/06**  
**Survey Completed January 2007**

Thirty businesses were contacted that had chosen to use Worknet of Merced County for their business needs and asked if we met their needs and expectations. The businesses contacted were:

Asadi, Sima, MD  
Big 5 Sporting Goods  
Budget Auto Sales/Rent a Wreck  
Canelo, Wilson, Wallace, Padron, & Chaudron  
Central Valley Nephrology Medical Associates  
Enad, Teresita, MD  
Economy Logistics  
Golden Valley Health Centers  
Horizon Unlimited  
Hart Paving and Grading  
Huwaidi Family Dental  
IdleAire Technologies Corp.  
Kris, Madhu, MD  
Laird Mfg. LLC  
Medicab  
Merced Family Dental Care  
Merced/Mariposa Co. Asthma Coalition  
Merced Podiatry Group  
Merced Union High School District  
Merced VW Kia  
Mercy Medical Center  
Mission Gardens  
Modern Air Mechanical  
Remedy Intelligent Staffing  
Sensient Dehydrated Flavors  
Service Masters  
Spectra-Tone Paints  
Sport & Rehab Physical Therapy  
Turning Point Industries  
Young's Air Conditioning