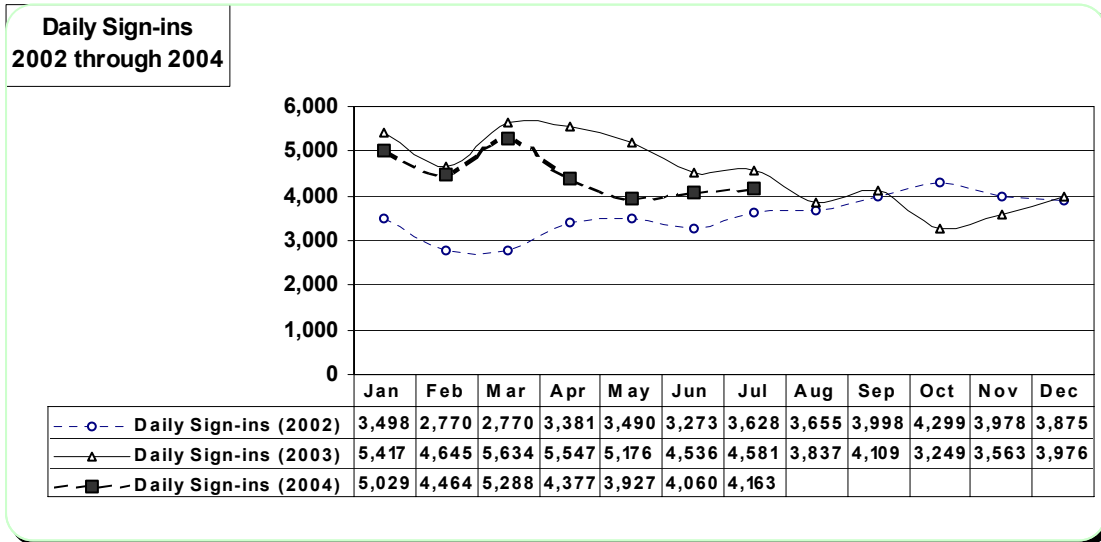


# WorkNet Customer Service Data for July 2004



The following pages show charts and graphs of data collected from our Day Passes received from our customers during the month of July 2004. Data presented in this report are by all locations and then by individual location (Merced, Livingston, and Los Banos). The following text is for all Locations.

### Customers

In the month of July 2004, all locations recorded 4,163 sign-ins with 1,324 customers returning the Day Pass and 126 first time visitors. Afternoon was the most popular time for customers to use our services, with 738 customers. Morning received 387 responses from our customers. One hundred ninety-nine did not respond to this question.

### Customer Employment Status

Of the 1,324 customers that returned the day pass, 0 said they are employed full-time; 0 responded with part-time employment; and 5 responded with temporary employment. Five hundred seventy-five customers responded with not employed. Seven hundred forty-four customers did not respond to this question.

### How did you hear about us?

Returning customers complete this question during the first full week of July and then receive a shorten version of the Day Pass which excludes this question. Seven returning customers responded to this question with 2 responses of walk-in, 2 responses of CalWORKS, and 2 responses of newspaper ads. The next most frequent response was EDD with 1 response. Of the 126 first time visitors, 28 responded to this question. EDD was the most frequent response with 10 responses. Walk-in and Family/Friend with 6 responses each were the next most frequent response.

## Customer Service Data for July 2004

### Customer Satisfaction Question

For all locations, customer satisfaction questions received ratings between 9.81 and 9.90 with four of five questions receiving the highest rating of 9.90. There were no customers that rated our services with a five or less in the month of July.

### How do our customers use our services?

In the month of July, our customers report using the computer most often with 1,062 responding to this question. Computer usage is broken out into five categories with CalJobs/Internet Job Search receiving the most responses (476); Resume/Cover Letter was second with 224 responses.

For non-computer related services, the Job Listing was the most often used service by our customers, with 362 responses. Telephone was the next most often used service with 255 responses.

The following list of remaining services is in the order most used by our customers:

Plato Lab (218)	Fax (204)	Copier (105)	Workshop (8)
Typewriter (6)	Resource Library (5)	Skills Certificate (5)	
Orientation (2)			

Have questions, comments, or suggestions about this monthly report, please email them to [pitd26@co.merced.ca.us](mailto:pitd26@co.merced.ca.us).

**Summary Data for Customer Service for July 2004  
(Day Pass Information)**

	<b>Jul 03</b>	<b>May 04</b>	<b>Jun 04</b>	<b>Jul 04</b>
<b>Daily Sign-ins</b>	4,581	3,927	4,060	4,163
<b>Daily Questionnaires</b>	2,235	1,458	1,507	1,324
<b>First Visit</b>	211	157	55	126

**Customer Satisfaction**

Courtesy of Staff	9.46	9.73	9.64	9.90
Time it took for staff to assist you	9.51	9.77	9.91	9.90
Did you get the information you needed	9.56	9.71	9.70	9.90
Were you satisfied with the services?	9.60	9.79	9.73	9.81
Did we help you today?	9.55	9.79	9.79	9.90

**What did our customer use?**

Computer	1,387	1,144	983	1,062
CalJobs/Internet Job Search	552	513	475	476
Resume/Cover Letter	261	160	235	224
Typing Practice	121	63	35	37
Typing Certificate	102	4	5	2
Career Exploration	79	37	67	23
Job Listing	376	191	262	362
Fax	388	175	142	204
Copier	317	112	108	105
Telephone	324	145	128	255
Typewriter	41	7	1	6
Resource Library	102	19	6	5
Skills Certificate	29	4	5	5
Plato Lab	322	224	394	218
Workshop	26	17	27	8
Orientation	26	10	12	2

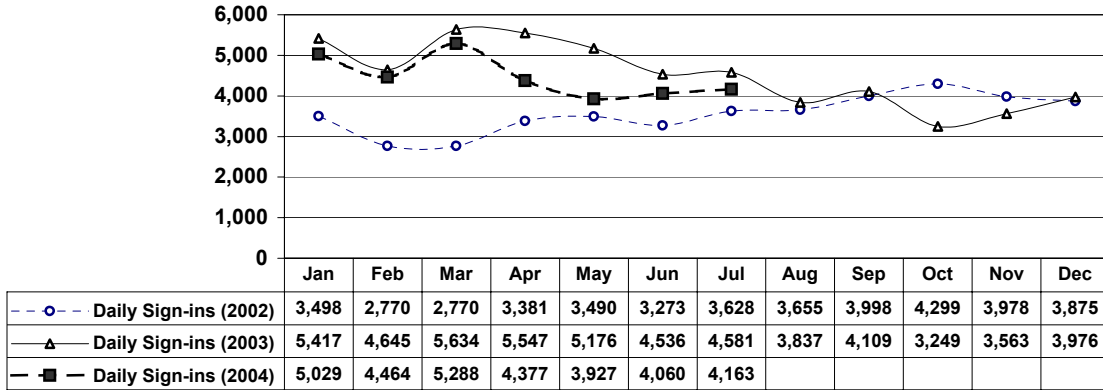
**How did you hear about us?**

Newspaper ad	8	25	0	2
Radio ad	1	1	0	0
Flyer/Brochure	0	5	0	0
Friend/Family	15	16	6	0
EDD	6	8	0	1
Merced Mall	0	0	0	0
Billboard	1	1	0	0
TV ad	0	0	0	0
Internet	0	8	0	0
Walk-in	12	20	11	2
CalWORKs	4	16	1	2
Phonebook	1	1	0	0

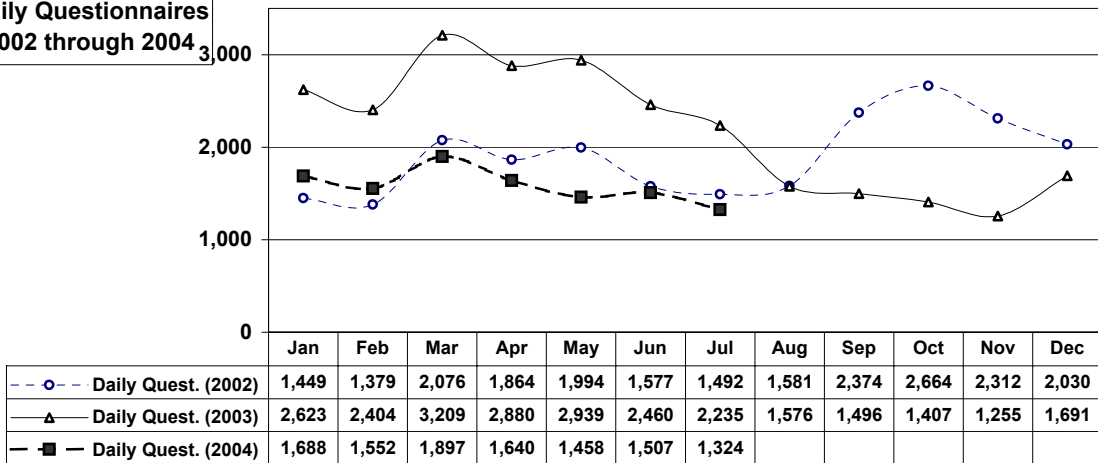
Marketing advertisements for July 2004.  
 All Month: Radio Stations: KABX, KHPO, KYOS, KBRE  
 07/1-3, 6-10, 13-17, 20-24/2004: Various Newspaper Ads  
 Worknet Signs placed inside all Merced "The Bus" buses.

**WorkNet - Annual Comparison  
2002 through 2004**

**Daily Sign-ins  
2002 through 2004**



**Daily Questionnaires  
2002 through 2004**



**First Time Visitors  
2002 through 2004**

