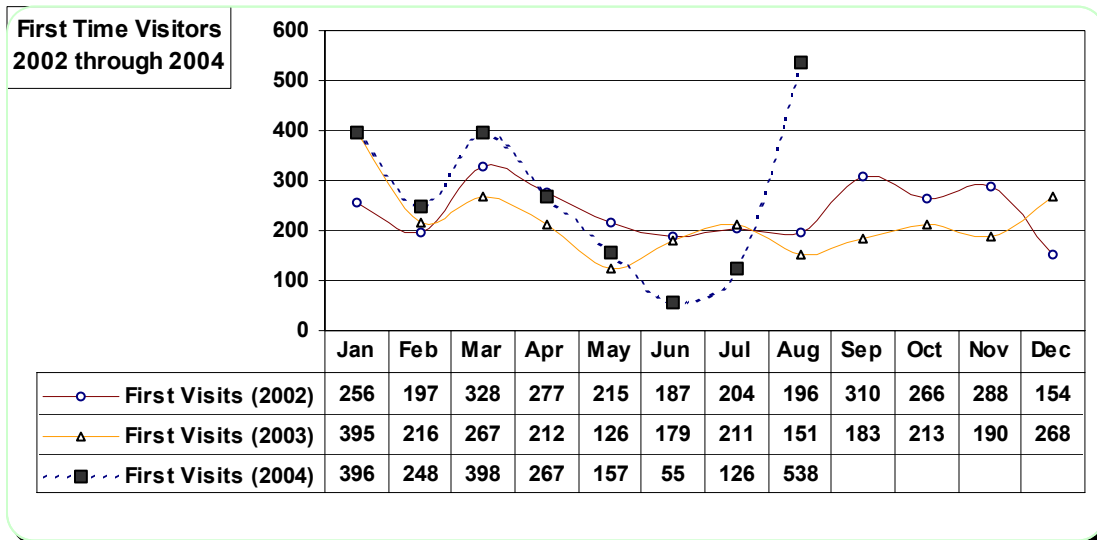


# WorkNet Customer Service Data for August 2004



The following pages show charts and graphs of data collected from our Day Passes received from our customers during the month of August 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 August 2004, all locations recorded 4,173 sign-ins with 1,422 customers returning the Day Pass and 538 first time visitors. Afternoon was the most popular time for customers to use our services, with 832 customers. Morning received 567 responses from our customers. Twenty-three customers did not respond to this question.

### Customer Employment Status

Of the 1,422 customers that returned the day pass, 7 said they are employed full-time; 7 responded with part-time employment; and 12 responded with temporary employment. Seven hundred sixty-eight customers responded with not employed. Six hundred twenty-eight customers did not respond to this question.

### How did you hear about us?

Returning customers complete this question during the first full week of August and then receive a shorten version of the Day Pass which excludes this question. Forty-eight returning customers responded to this question with walk-in being the most frequent response. The next most frequent response was Family/Friend and Newspaper Ads with 8 responses. Of the 538 first time visitors, 177 responded to this question. Friend/Family was

## Customer Service Data for August 2004

the most frequent response with 118 responses. CalWorks with 18 responses was the next most frequent response.

### Customer Satisfaction Question

For all locations, customer satisfaction questions received ratings between 9.71 and 9.65 with "Were you satisfied with the services?" receiving the highest rating of 9.71. There was five responses from our customers that rated our services with a five or less in the month of August.

### How do our customers use our services?

In the month of August, our customers report using the computer most often with 1,148 responding to this question. Computer usage is broken out into five categories with CalJobs/Internet Job Search receiving the most responses (539); Resume/Cover Letter was second with 223 responses.

For non-computer related services, the Job Listing was the most often used service by our customers, with 513 responses. Telephone was the next most often used service with 428 responses.

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

Fax (195)	Plato Lab (176)	Copier (86)	Workshop (12)
Typewriter (9)	Orientation (8)	Resource Library (6)	
Skills Certificate (3)			

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 August 2004  
(Day Pass Information)**

	<b>Aug 03</b>	<b>Jun 04</b>	<b>Jul 04</b>	<b>Aug 04</b>
<b>Daily Sign-ins</b>	3,837	4,060	4,163	4,173
<b>Daily Questionnaires</b>	1,576	1,507	1,324	1,422

<b>First Visit</b>	151	55	126	538
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**Customer Satisfaction**

Courtesy of Staff	9.64	9.64	9.90	9.66
Time it took for staff to assist you	9.61	9.91	9.90	9.65
Did you get the information you needed	9.65	9.70	9.90	9.70
Were you satisfied with the services?	9.68	9.73	9.81	9.71
Did we help you today?	9.64	9.79	9.90	9.67

**What did our customer use?**

Computer	1,045	983	1,062	1,148
CalJobs/Internet Job Search	439	475	476	539
Resume/Cover Letter	211	235	224	223
Typing Practice	69	35	37	55
Typing Certificate	14	5	2	3
Career Exploration	52	67	23	10
Job Listing	330	262	362	513
Fax	255	142	204	195
Copier	188	108	105	86
Telephone	225	128	255	428
Typewriter	16	1	6	9
Resource Library	16	6	5	6
Skills Certificate	11	5	5	3
Plato Lab	230	394	218	179
Workshop	18	27	8	12
Orientation	19	12	2	8

**How did you hear about us?**

Newspaper ad	8	0	2	8
Radio ad	0	0	0	1
Flyer/Brochure	1	0	0	1
Friend/Family	7	6	0	8
EDD	7	0	1	4
Merced Mall	0	0	0	0
Billboard	0	0	0	1
TV ad	0	0	0	0
Internet	1	0	0	3
Walk-in	33	11	2	18
CalWORKs	5	1	2	3
Phonebook	2	0	0	1

Marketing advertisements for August 2004.

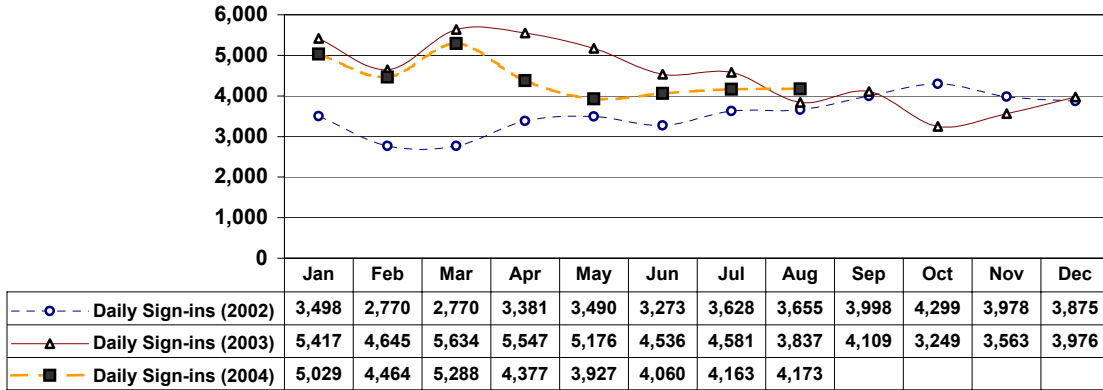
All Month: Radio Stations: KABX, KHPO, KYOS, KBRE

08/3-7, 10-14, 17-21, 24-28, 31/2004: Various Newspaper Ads

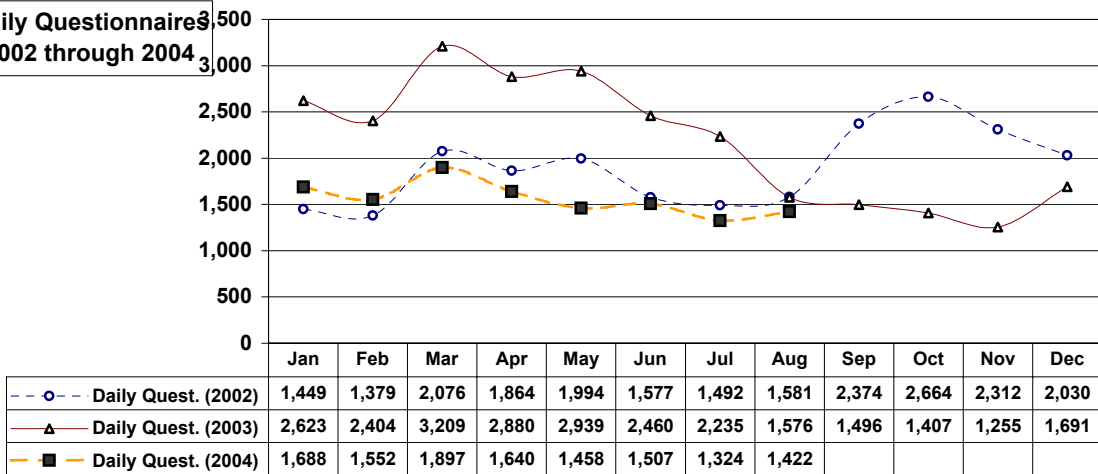
Worknet Signs placed inside all Merced "The Bus" buses.

**WorkNet - Annual Comparison  
2002 through 2004**

**Daily Sign-ins  
2002 through 2004**



**Daily Questionnaires  
2002 through 2004**



**First Time Visitors  
2002 through 2004**

