Ongoing: Assessment & Testing Customer Satisfaction

Note: this overview is from the April 2006 administration of this survey. Because the Customer Satisfaction survey is ongoing, the overview and method shown here are the same for each administration except for minor wording changes and statistical results.

Overview
As part of their annual goals, the office of Assessment and Testing was charged with instituting a customer satisfaction program. Functions of this office include administering assessments and tests to citizens seeking their GED and to personnel from industry seeking special certifications. Institutional Research was consulted to help develop a survey instrument to measure key indicators of service in Assessment and Testing, such as courtesy, timeliness, answering questions, and physical facilities.

Method
Immediately after completing their assessment or test, clients are asked to complete a short survey before they leave. These surveys are collected in the office and forwarded each month to Institutional Research. I.R. analyzes the surveys and provides monthly reports to Assessment & Testing.

Sample
April 2006 was the first month the surveys were administered. Seventy eight (78) surveys were returned, out of 292 clients who took tests, for a response rate of 26.7%. The highest number of respondents (34) identified themselves as students, followed by 30 from industry, 5 GED, and 8 “other.”

Results
89.7% of clients indicated they were treated courteously.
82.1% indicated services were available within a reasonable amount of time.
85.9% indicated their questions were answered to their understanding.
88.5% indicated the assessment/testing environment was quiet/clean/well-lit).
83.3% indicated the technology provided (especially computers) was appropriate.