

# Client/Citizen Satisfaction Surveys

Counter Services of the Government of St. Lucia, 2015

# Outline

- Client/Citizen Satisfaction Surveys
- Value of Citizen/Client Surveys
- Proposal to Carry Out Citizen/Client Satisfaction Telephone Survey of Counter Services in Government Agencies
- Next Steps

# Strategic Plan Goal 4.1: PSM

- *Goal 4.1: Improve Management of Information and knowledge*
- *Objectives:*
  - *4.1.1 Increase the use of information and knowledge for informed decision-making*
  - *4.2.1 Support Ministries and Departments in driving public service modernisation on a continuous basis.*
  - *4.2.2 Inspire, drive and coordinate innovation in service delivery across the public service to make services more responsive.*

# Strategic Plan Goal 4.2 PSM

- Lead change towards a modernized public service capable of enabling and facilitating the achievement of national goals and aspirations.
  - 4.2.1 Support Ministries and departments in driving public service modernisation on a continuous basis.
  - 4.2.2 Inspire, drive and coordinate innovation in service delivery across the public service to make it more responsive.

# Client/Citizen Satisfaction



# Various Approaches

- Focus groups
- Interviews
- Mail Surveys
- Web Surveys
- Telephone Surveys

# ICCS & Common Measurements Tool

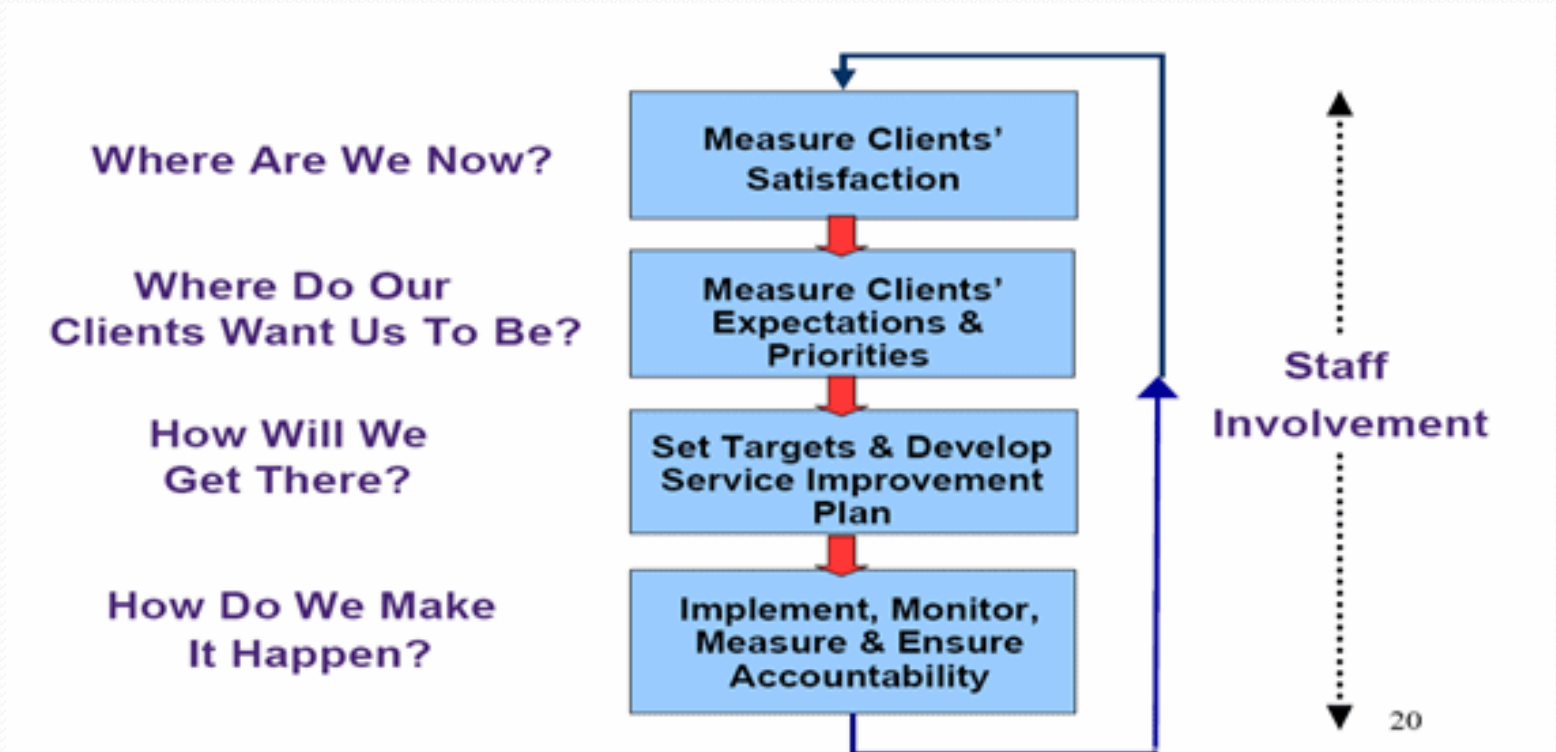
...permit public organisations to track their own progress over time in improving client satisfaction, and to benchmark their results with other public organisations.

...customise to the fit



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# A Part of A Larger Process





# Questions...Questions

- How could service delivery be improved?
- Are client/citizens satisfied?
- What are the major accomplishments of the agency?
- What are the weak spots of the agency?
- How could a strong case be made for the continuity of a programme?
- What action would make the most significant program improvement?

# The good, the bad...the USEFUL!



Dear customer,

If you are satisfied  
with our service,  
please fill the attached  
"Customer Satisfaction  
Survey" form.

Regards,  
The Management.

# Image of Agency



# Telephone Surveys

- “Of all the methods employed in public opinion polling, telephone surveys are the preferred choice to maximise response rates, as well as to maintain control over the quality of data.”
  - Larrakas, “Telephone Survey Options”
- Higher response rates
- Self selection bias

# Telephone Survey

- Results are obtained quicker
- Widespread cellular phone usage in cases where landlines are not available
- Better accommodate persons with literacy challenges
- The existence of the Contact Centre as a valuable resource

# Telephone Survey Proposal Points

- Agencies which participated in Phase One and Phase Two of the Government Contact Centre roll-out.
- Focus in the first instance on departments with high number of external customers
- Advance notice and Incentives by DPSM
- The counter services provided by the agencies have been identified and are to be reviewed and confirmed via consultation with agency representatives.
- Lists of clients and contact information to be procured from the relevant agencies
- And so...

# Inform the Process...



**your  
views count**

# Next Steps

- Contact in upcoming weeks
  - What data is available at your agency?
- Point out any possible hindrances
- Share with us your own plans in this regard



# We're All Ears!



**Click Here To Take Our Survey --  
Help Us Improve The Way We  
Serve You!**