

SOP 24-05
WIOA Customer Satisfaction Survey
Standard Operating Procedures
Grow Southwest Indiana Region 11
Approval Date: 8/23/2024

Purpose

- To provide information for the local WDB on the implementation of the DWD Customer Satisfaction Survey and corresponding signage as part of the WIOA One-Stop American Job Center certification process.
- Usage of this survey ensures customer feedback that can be aggregated for statewide analysis. The survey must be made available to all customers and staff are to consistently encourage customers to provide feedback on their WorkOne/American job Center experience through this survey.

References

- WIOA Section 121(g) and 188
- Rehabilitation Act of 1973 Section 508
- 29 USC 794 (d)
- 20 CFR 678.800
- 29 CFR 38.13
- TEGL 10-23 *Reducing Administrative Barriers to Improve Customer Experience in Grant Programs Administered by the Employment and Training Administration*
- TEGL 3-23 *Allowable uses of Funds for outreach Activities for Federal Formula and Competitive Grant Awards*
- DWD Policy 2023-04 *VOSGreeter Guidance*
- DWD Policy 2021-10, Change 2, *Safeguarding protected Information and DWD User Accounts Management*
- DWD Policy 2020-09, Change 1, *One-Stop American job Center Certification*
- DWD Policy 2020-09, Change 1, *Attachment B - Indiana One-Stop Center Certification Review Form*

Content

- WIOA requires WorkOne/American JOB Centers and the one-stop delivery system to be evaluated and certified for effectiveness, physical and programmatic accessibility, and continuous improvement every three (3) years; evaluation must consider customer feedback. Staff are to encourage customers to provide feedback through the survey but customers are not required to do so.
- Additionally, if a customer visits the WorkOne multiple times per week, the customer does not need to complete the survey more than once per week.
- The survey requirement must be made available to all customers in all regional comprehensive and affiliate offices.
- Local boards will utilize survey results as part of the certification process.
- Survey questions include the following visit reasons:
 - Unemployment insurance claim assistance
 - Veteran program help
 - Job search
 - Career training
 - Received a letter (such as RESEA)
 - Workshop
 - Test/assessment
 - Job fair/Hiring
 - Employer check-in
 - Adult Basic Education (ABE)
 - Seeing a specific staff member
 - TAA/Trade Adjustment Assistance
 - Youth/Jobs for America's Graduates (JAG)
 - SCSEP program (Senior Employment)
 - Migrant and Seasonal Farm Worker program (MSFW)

Customer Satisfaction Survey Messaging, Access, and Visibility

DWD is implementing the use of quick response codes (QR codes) and required signage to improve access and visibility of the Customer Satisfaction Survey; this practice helps ensure that all customers can provide feedback.

QR codes

- QR codes for the Customer Satisfaction Survey are available for all comprehensive and affiliate offices.
- While the survey questions will be identical across the workforce system, each participating WorkOne/AJC will receive unique QR codes and survey links for both the English and Spanish versions of the survey. The links will be used to create desktop shortcuts to the survey on all public computers within WorkOne offices.
- Staff providing virtual services may email their office survey link to their customers.

WorkOne/AJC Signage

- To standardize survey messaging, DWD developed a survey notification sign in both English and Spanish; this is required to be posted in the following locations of all comprehensive and affiliate WorkOne/AJC offices.
 - Entrance
 - Front desk
 - Computer areas
- The unique signs for each office are located on the WorkOne Staff Portal. To access, navigate to the marketing tab at the top of the home page, select “Flyers, Infographics, Posters, & Print Materials,” select “Brochures, Flyers, & posters,” and scroll down until the image of the Customer Satisfaction Survey poster appears.

The DWD Customer Satisfaction Survey posters replace all locally developed survey signage.

Completion Rates and Evidence-Based Decision Making

- Local boards will review the VOSGreeter customer visit data and completed Customer Satisfaction Survey counts.
- The goal is representative results of the number of people who visited the WorkOne/AJC.
- Customer feedback supports evidence-based decision making when evaluating effectiveness and developing strategies
- Best Practices to Improve Completion Rates:
 1. Include office QR code or the survey link in:
 - Orientation and RESEA packets
 - Material distributed at off-site events
 - Business cards
 2. Post signs in additional areas
 - Staff cubicles
 - Hallways
 - Conference rooms
 3. Train staff on how to empower customers to share their WorkOne/AJC experience.
 4. Technical assistance is available to improve survey completion rates.

Customer Satisfaction Survey Regional Reports

- Monthly and quarterly survey results are provided to each region.
- Comment reports are monthly reports by office.
 - No satisfaction rates or percentages are included in this report.
 - A free text response option may provide qualitative feedback into the customer experience.

- The quarterly report provides satisfaction ratings for each office and the region as a whole.
 - Satisfaction rates are calculated from the “How satisfied are you with your experience at the WorkOne Center today?” survey question.
 - Each office’s overall satisfaction rate is calculated by adding the percentages for the following response options:
 - ✓ Extremely satisfied
 - ✓ Very satisfied
 - ✓ Somewhat satisfied
 - High satisfaction is defined as a 90% or higher satisfaction rate over the previous four quarters.
- Customer feedback on service delivery will provide results for continuous improvement as appropriate.

Local Workforce Development Board Customer Surveying

- Additional surveys may be developed locally; however, the DWD Customer Satisfaction must be prioritized and consistently made available to customers accessing Indiana’s workforce system through the processes described in this guidance.
- If local boards develop additional customer surveys, they must remain in compliance with DWD’s Safeguarding Protected Information and DWD User Accounts management policy.

Action

Southwest Indiana Workforce will implement the requirements of this policy by the beginning of the PY 2024-2025.

Effective Date

Immediately


Ending Date

Upon rescission

Attachment A

Sample DWD Customer Satisfaction Survey Signage

NOTE: The posters pictured below are examples of the required signage. The actual signage will include a QR code on the left side of the poster that links to the office's survey. Each WorkOne/AJC's required signage that includes the office's unique QR code is posted on the WorkOne Staff Portal.



WorkOne
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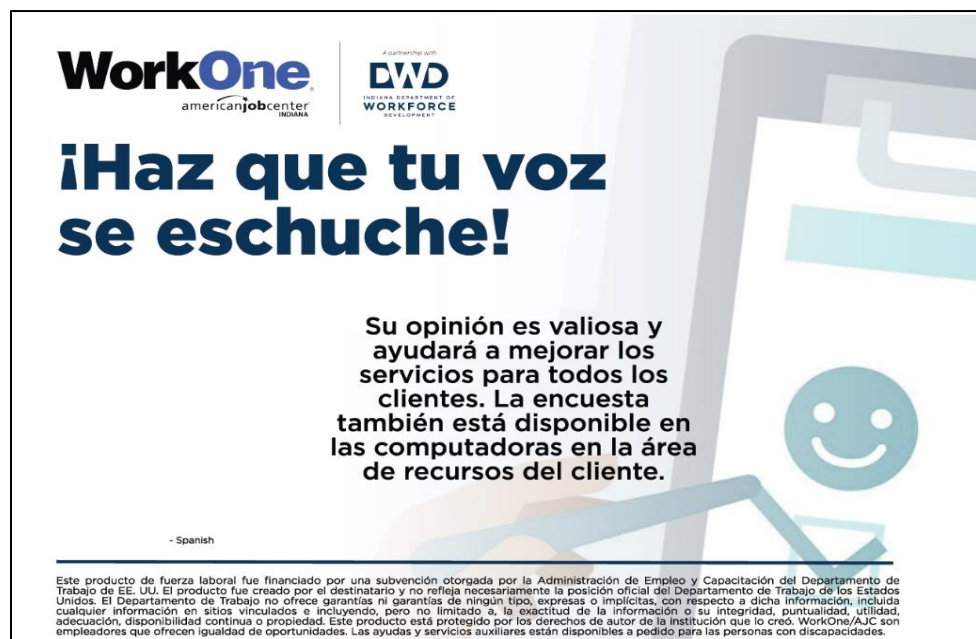
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DEVELOPMENT

Make your voice heard!

We invite you to take a short, anonymous survey about the service you received today. Your input is valuable and will help improve services for all customers. This survey is also available on the computers in the customer resource area.

- English

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¡Haz que tu voz se escuche!

Su opinión es valiosa y ayudará a mejorar los servicios para todos los clientes. La encuesta también está disponible en las computadoras en la área de recursos del cliente.

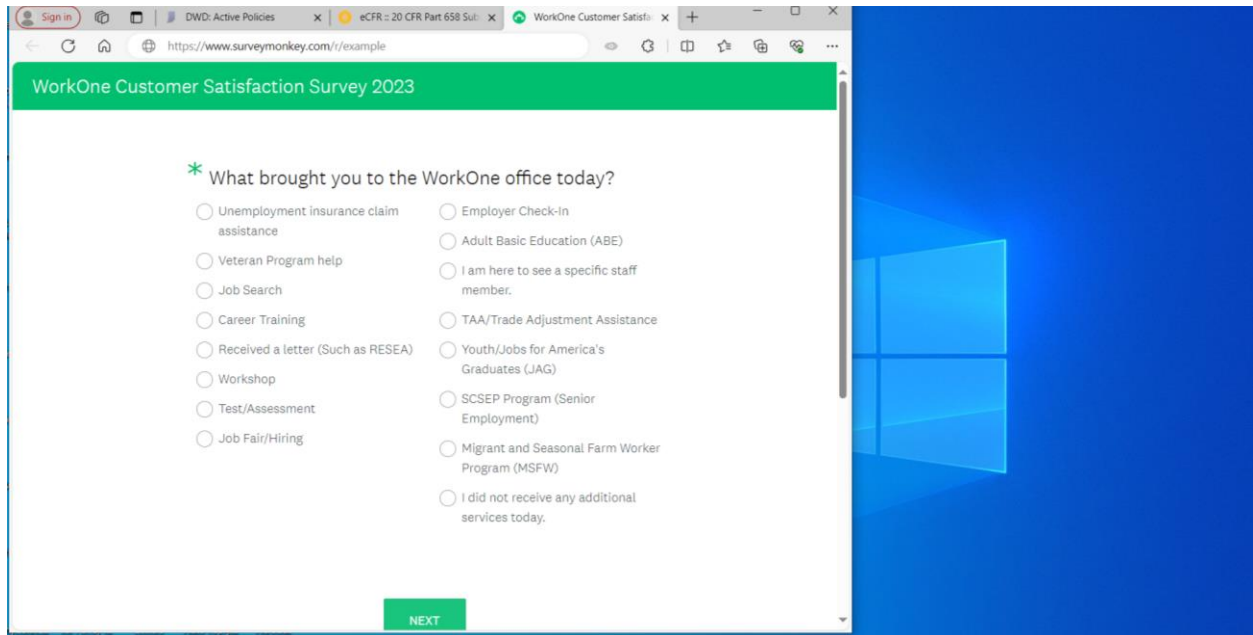
- Spanish

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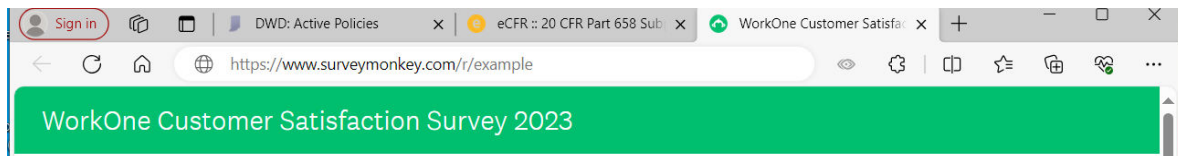
Attachment B Customer Satisfaction Survey: Creating a Shortcut to the Desktop

Navigate to the WorkOne/AJC's unique survey.

NOTE: Make sure the browser is not full screen.



Left click on survey URL (web address) to drag and drop (release left click) to the desktop.



Rename Shortcut (Optional)

Right click on the shortcut.

Select "Rename"

Type in the new name.

