

# 2022 CUSTOMER SERVICE SURVEY REPORT ON CUSTOMER SERVICE

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Texas Commission on Fire Protection

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## Identification of Customers

For the purpose of the commission's 2022 Customer Service Survey, the following groups reflect customers served by strategies in the 2022-2023 General Appropriations Act (GAA).

### **Goal A: Education & Assistance**

Strategy A.1.1: FIRE SAFETY EDUCATION. Fire Safety Information & Educational Programs

*CUSTOMER:* Fire departments (chiefs, training officers and other officers, fire protection personnel), schools and universities, state agencies, industries, local governments, businesses, training academies, general public.

*SERVICE PROVIDED:* Acquire, develop and maintain current and historical information on fire protection and provide training aids and fire protection information to fire departments and other entities. Collect and analyze injury data from fire departments and develop recommendations to help reduce the number of fire fighter injuries. Attend and make presentations at conferences hosted by fire service stakeholder groups; staff exhibit booths at conferences; host regional meetings throughout the state; provide instruction on field examinations, and on commission rules and regulations.

### **Goal B: Fire Department Standards**

Strategy B.1.1: CERTIFY AND REGULATE FIRE SERVICE. Certify and Regulate Fire Departments and Personnel.

*CUSTOMER:* Fire departments and local governments.

*SERVICE PROVIDED:* Certify and regulate fire departments and fire service personnel according to standards adopted by the agency and as prescribed by statute. Regulate paid fire protection personnel, fire departments and training facilities. Perform biennial inspections of fire departments, local government agencies providing fire protection, and institutions or facilities conducting training for fire protection personnel or recruits. Establish minimum curriculum requirements for basic certification as fire protection personnel. Establish minimum requirements and evaluation of courses for higher levels certification by fire protection personnel. Enforce safety standards.

## Survey Development

The TCFP developed a survey to measure statutorily required customer service quality elements. The agency conducted the 2022 survey online from February 1 through March 31, 2022.

To randomly select customers, the agency displayed a link to the survey on its public web pages as well as the “FIDO” login page so that it could be seen by any of our customers who were logging in to their TCFP account. The agency also published a link to the survey on its Facebook page, made the survey link available on staff email signatures, and sent email blasts to customers promoting the survey.

The TCFP’s customer service survey categorized the service elements into three major groups, as follows:

### *Customer interactions with TCFP*

The survey asked customers to describe how and why they contact us.

### *Service quality*

The survey asked customers to rate their satisfaction with the agency on a variety of dimensions related to timeliness, knowledge, professionalism and courtesy, friendliness, and quality of service. They were also able to give us feedback about the general daily operations of our agency.

### *Additional comments*

The survey asked customers for additional suggestions for improvement in both general terms and for specific agency functions.

# Survey response analysis

## Key findings – overall

1. The TCFP achieved an above average *Overall Customer Service Rating* of 78.5%. (according to question #10 of the survey, and assuming an “average” rating is 70%.)
2. The TCFP had 475 people take our survey during the 2022 period, which was slightly higher than the 467 responses we received with the 2020 survey.
3. The overall trend in satisfaction between the 2022 survey and the 2020 survey is slightly less (down from 80.2% in 2020).
4. Improvement is still needed in telephone communications and in the functionality of our website and online services.

In the analysis that follows, the figure *percentage of satisfied customers* for each question is determined by:

1. Adding the number of respondents who chose a rating of “satisfied” or “very satisfied” and getting a total.
2. Taking that total, then dividing by the “net total number of respondents” (i.e. the total number of respondents for that question less those who chose to answer “N/A” or “comments”).

## Survey Questions

### Customer Interactions with TCFP

(Q. 1)

To begin, we asked our customers if they had interacted with the Texas Commission on Fire Protection in the past two years. 92% said yes, 8% (32 respondents) said no. Selecting the “No” response effectively ended the survey for those respondents.

(Q. 2)

We then asked customers what was the purpose of their interaction(s) with TCFP. Respondents were allowed to choose more than one option.

<b>Answer options</b>	<b>Response count</b>	<b>Percent of customers</b>
Certification	352	83.4%
Training/testing	266	63.0%
Compliance	175	41.5%
FIDO	236	55.9%
Injury Reporting	81	19.2%
Library Resources	8	1.9%
Attended a meeting	69	16.4%

Facebook	36	8.5%
Curriculum	60	14.2%
Other	24	5.7%

## Service Quality

The focus of this year’s survey was to gain a better understanding of the quality of the services we provide. The survey sought to measure our customers’ perceptions of our timeliness, knowledge, professionalism and courtesy, friendliness, and quality of service as a whole.

The answer choice that received the highest number of responses (not including N/A responses) has been highlighted.

(Q. 3)

“How satisfied are you with TCFP’s facilities, including your ability to access the agency, the office location, signs, and cleanliness?”

Answer choices	Response count	Percent of customers
Very satisfied	94	23.3%
Satisfied	108	26.8%
Neutral	48	11.9%
Unsatisfied	17	4.2%
Very unsatisfied	9	2.2%
N/A – not applicable	98	24.3%
Comments	29	7.2%

(73.2% of the customers who gave a rating were either satisfied or very satisfied.)

(Q. 4)

“How satisfied are you with TCFP’s staff, including employee courtesy, friendliness, and knowledgeability, and whether staff members adequately identify themselves to customers by name, including the use of name plates or tags for accountability?”

Answer choices	Response count	Percent of customers
Very satisfied	150	38.3%
Satisfied	108	27.6%
Neutral	43	11.0%
Unsatisfied	18	4.6%
Very unsatisfied	15	3.8%
N/A – not applicable	29	7.4%
Comments	29	7.4%

(77.2% of the customers who gave a rating were either satisfied or very satisfied.)

(Q. 5)

“How satisfied are you with TCFP’s communications, including toll-free telephone access, the average time you spend on hold, call transfers, access to a live person, letters, electronic mail, and any applicable text messaging or mobile applications?”

<b>Answer choices</b>	<b>Response count</b>	<b>Percent of customers</b>
Very satisfied	113	29.4%
Satisfied	119	30.9%
Neutral	63	16.4%
Unsatisfied	22	5.7%
Very unsatisfied	18	4.7%
N/A – not applicable	26	6.8%
Comments	24	6.2%

(69.3% of the customers who gave a rating were either satisfied or very satisfied.)

(Q. 6)

“How satisfied are you with TCFP’s internet site, including the ease of use of the site, mobile access to the site, information on the location of the site and the agency, and information accessible through the site such as a listing of services and programs and whom to contact for further information or to complain?”

<b>Answer choices</b>	<b>Response count</b>	<b>Percent of customers</b>
Very satisfied	115	30.3%
Satisfied	147	38.8%
Neutral	48	12.7%
Unsatisfied	23	6.1%
Very unsatisfied	17	4.5%
N/A – not applicable	1	0.3%
Comments	28	7.4%

(74.9% of the customers who gave a rating were either satisfied or very satisfied.)

(Q. 7)

“How satisfied are you with TCFP’s complaint handling process, including whether it is easy to file a complaint and whether responses are timely?”

<b>Answer choices</b>	<b>Response count</b>	<b>Percent of customers</b>
Very satisfied	52	13.9%
Satisfied	56	15.0%
Neutral	52	13.9%
Unsatisfied	6	1.6%
Very unsatisfied	11	2.9%
N/A – Not Applicable	191	51.1%
Comments	6	1.6%

(61.0% of the customers who gave a rating were either satisfied or very satisfied.)

(Q. 8)

“How satisfied are you with TCFP’s ability to timely serve you, including the amount of time you wait for service in person?”

<b>Answer choices</b>	<b>Response count</b>	<b>Percent of customers</b>
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Very satisfied	98	26.5%
Satisfied	120	32.4%
Neutral	39	10.5%
Unsatisfied	19	5.1%
Very unsatisfied	12	3.2%
N/A – Not Applicable	69	18.7%
Comments	13	3.5%

(75.7% of the customers who gave a rating were either satisfied or very satisfied.)

(Q. 9)

“How satisfied are you with TCFP’s brochures or other printed information, including the accuracy of that information?”

<b>Answer choices</b>	<b>Response count</b>	<b>Percent of customers</b>
Very satisfied	61	16.5%
Satisfied	98	26.5%
Neutral	72	19.5%
Unsatisfied	5	1.4%
Very unsatisfied	5	1.4%
N/A – Not Applicable	118	31.9%
Comments	11	3.0%

(66.0% of the customers who gave a rating were either satisfied or very satisfied.)

(Q. 10)

“Please rate your overall satisfaction with the Texas Commission on Fire Protection.”

<b>Answer choices</b>	<b>Response count</b>	<b>Percent of customers</b>
Very satisfied	125	33.8%
Satisfied	149	40.3%
Neutral	43	11.6%
Unsatisfied	20	5.4%
Very unsatisfied	12	3.2%
N/A – Not Applicable	0	0.0%
Comments	21	5.7%

(78.5% of the customers who gave a rating were either satisfied or very satisfied.)



## Analysis of the Findings

### Changes that would improve the survey process

- Remove the comment boxes from each of the questions where we are asking for a rating, and allow respondents to leave comments at the end of the survey. This will result in more customers leaving actual ratings that will improve the accuracy of the findings.
- Continue to seek new ways to promote the survey to increase customer engagement.

### Summary findings regarding the quality of service provided

- Customer service over the telephone needs to be improved.
- Customers are much happier with our improved compliance inspection process.
- The user experience with our FIDO on-line system continues to improve, but some still find it difficult and/or confusing. We must keep striving to make it more user-friendly with better functionality.
- Customers are finding it difficult to locate information on our website.
- Customers are experiencing inconsistency in how questions are answered by different agency staff members.
- Customers want more instruction from us on how to use our on-line systems

### Improvements in progress and/or being considered

- We continue to improve our FIDO on-line system with the goal of making it more user-friendly with better functionality.
- Division Chiefs will continue to conduct staff training to improve customer service over the phone.
- We will continue to solicit input and ideas from staff and customers on new ways to improve the customer experience when using our website. All ideas will be given thoughtful consideration by agency staff.
- Standard operating procedures are being created to help reduce the inconsistency in how customers' questions are answered by staff.
- Instructional opportunities on how to use and navigate our on-line systems are being created and provided to customers.

## Performance Measure Information

<b>Customer Service Performance Measures</b>	<b>FY 2022 Performance</b>
<b>Outcome:</b> Percent of surveyed customer respondents expressing overall satisfaction with services received	79%
<b>Output:</b> Total customers surveyed	92,000
<b>Output:</b> Response rate	0.4%
<b>Output:</b> Total customers served	35,146
<b>Efficiency:</b> Cost per customer surveyed	\$0.04
<b>Explanatory:</b> Total customers identified	50,000
<b>Explanatory:</b> Total customer groups inventoried	6

### Customer service performance measure definitions

**Outcome: Percentage of surveyed customer respondents expressing overall satisfaction with services received = 79%**

*Definition:* The total number of agency survey respondents indicating that they are satisfied or very satisfied with the agency, divided by the total number of agency survey respondents. This measure is based solely on responses to question 10 of the survey which asked respondents to, “Please rate your overall satisfaction with the Texas Commission on Fire Protection.” Of the 349 respondents who left a rating for this question, 274 indicated that they were satisfied or very satisfied with the agency. This results in 79% of respondents expressing overall satisfaction with services received.

*Source/Collection of Data:* Surveys were made available from the beginning of February 2022 through the end of March 2022, totaling two months of availability. Links to the survey were posted on the TCFP website, on TCFP’s Facebook page, and in staff email signatures. We also reached out to community partners to ask for assistance in publicizing the survey in their newsletters and at their gatherings. And we sent email blasts to all individuals in our database asking them to take our survey.

**Output: Total customers surveyed = 92,000**

*Definition:* The number of customers who receive access to surveys regarding agency services. This number includes all customers who receive surveys in person or by phone, mail, email, web, or any other means.

*Source:* According to our email blast application, the survey link was emailed to approximately 92,000 individuals.

**Output: Response Rate = 0.4%**

*Definition:* The percentage of total customers surveyed who completed the survey.

*Source:* We had 475 customers access our survey, with 84% of those customers actually completing it. That would be 399 customers who completed the survey. 399 out of 92,000 equals a 0.4% response rate.

**Output: Total customers served = 35, 146**

*Definition:* Total number of customers receiving services through the agency's programs.

*Source:* For this number we took the total number of individuals with active certification in our database.

**Efficiency: Cost per customer surveyed = \$0.04**

*Definition:* Total costs for the agency to administer customer surveys divided by the total number of customers surveyed.

*Collection of Data:* Cost was determined by estimating 80 hours of one staff member's time who was devoted to creating and administering the survey, plus one hour of time for the entire agency staff, plus the cost of the online survey tool, plus one hour of time for the entire agency staff.

*Method of Calculation:* Cost per customer surveyed was calculated by dividing the total cost by the total customers surveyed.

**Explanatory: Total customers identified = 92,000**

*Definition:* The total population of customers in all unique customer groups.

*Method of calculation:* The total number of customers within our stakeholder groups (i.e. fire service administration, fire protection personnel, fire prevention personnel, individual certificate holders, training facility administrators, and training facility personnel).

**Explanatory: Total Customer Groups Inventoried = 6**

*Definition:* The total number of unique customer groups identified for each agency program. Customer groups served by more than one agency program should be counted only once.

*Method of calculation:* The total number of stakeholder groups, to include fire service administration, fire protection personnel, fire prevention personnel, individual certificate holders, training facility administrators, and training facility personnel.