

2024 Customer Service Survey

Report on Customer Service

TEXAS COMMISSION ON FIRE PROTECTION

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Identification of Customers

The Texas Commission on Fire Protection (“TCFP” or “the agency”) developed a survey to measure statutorily required customer service quality elements. For the purpose of the agency’s 2024 Customer Service Survey, the following groups reflect customers served by strategies in the *2024-2025 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, and the 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, as well as TCFP 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

TCFP conducted the 2024 survey regarding customer service quality elements online from April 1 through April 14, 2024.

To solicit responses, TCFP displayed a link to the survey on its public website. TCFP also published a link to the survey on its Facebook page, made the survey link available on staff email signatures, and sent an email blast to all individuals in the its database.

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 contacted TCFP over the past two years.

Service quality

The survey asked customers to rate their satisfaction with TCFP on a variety of issues related to its facilities, website, complaint handling process, communications, TCFP staff's knowledge, timeliness, professionalism, courtesy, and quality of service.

Additional comments

The survey asked customers to rate their overall satisfaction with TCFP and for additional comments and 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 79.6%. (This is the result of the answers to question #17 of the survey for “Very Satisfied” and “Satisfied,” and the assumption that an “average” rating is 70%.)
2. The TCFP had 232 people take its survey during the 2024 period, which was roughly half the 475 responses received from the 2022 survey. The difference in the number of responses was because the 2024 survey was open for only two weeks, whereas the 2022 survey had been open for two months.
3. The overall trend in satisfaction increased between the 2024 survey (79.6%) and the 2022 survey (78.5%).
4. Improvement from TCFP is needed in telephone communications, in the functionality of the agency’s website and online services, and in signage for the physical office location.

Statutorily Identified Customer Service Quality Elements

The following are the statutorily identified customer service quality elements on which all state agencies are required to report:

- **Facilities**, including the customer’s ability to access the agency, the office location, signs, and cleanliness. Questions 3, 4, and 5 of the survey are related to facilities.
- **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. Questions 6 and 7 of the survey are related to staff.
- **Communications**, including toll-free telephone access, the average times a customer spends on hold, call transfers, access to a live person, letters, electronic email, and any applicable text messaging or mobile applications. Questions 8, 9, 10, and 11 are related to communications.
- **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. Question 12 is related to the agency’s internet site.
- **Complaint handling process**, including whether it is easy to file a complaint and whether responses are timely. Questions 13 and 14 are related to the complaint handling process.

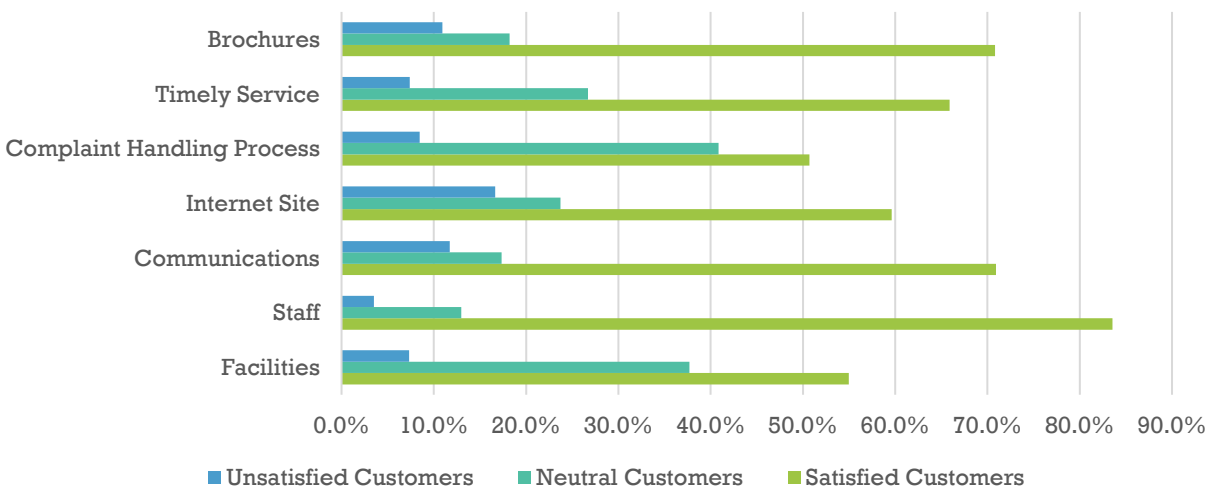
- Ability to **timely service** its customers, including the amount of time a customer waits for service in person, by phone, by letter, or at a website. Question 15 is related to timely service.
- **Brochures** or other printed information, including the accuracy of that information. Question 16 is related to brochures and other printed information.

The table below and subsequent chart reflect our findings from our customers' perceptions of the service quality they received in each of the statutorily identified customer service quality elements:

	Satisfied Customers	Neutral Customers	Unsatisfied Customers
Facilities	55.0%	37.7%	7.3%
Staff	83.5%	13.0%	3.5%
Communications	70.9%	17.3%	11.7%
Internet Site	59.6%	23.7%	16.7%
Complaint Handling Process	50.7%	40.8%	8.5%
Timely Service	65.9%	26.7%	7.4%
Brochures	70.8%	18.2%	10.9%

- Satisfied customers are those who gave ratings of "Satisfied" and "Very satisfied."
- Neutral customers are those who gave a rating of "Neutral."
- Unsatisfied customers are those who gave ratings of "Unsatisfied" and "Very unsatisfied."

Statutorily Identified Customer Service Quality Elements



Survey Questions

In this section, we provide the questions we asked on our customer service survey and the statistical information we collected.

How did we determine the *percentage of satisfied customers* for our survey questions?

You will see that below the tables of answer choices for most of the survey questions, we have noted a percentage of the customers who gave a rating that were either satisfied or very satisfied. **We did not count any of the "N/A" responses into this figure** as that is considered a *non-answer* to the question from those customers who felt the question did not apply to their interactions with us.

Ultimately, to calculate the percentage of satisfied customers number, we did the following:

1. We started by figuring a "net total number of respondents" to each question. This would be the total number of people who responded to the question, LESS the "N/A" responses. Essentially, this is the number of people who rated us on this question.
2. Next, we added the number of respondents who chose a rating of "satisfied" or "very satisfied" to get a total number of customers who indicated to us that they were satisfied.
3. Finally, we took the total number of customers who indicated to us that they were satisfied (from step 2), then divided that number by the "net total number of respondents" (from step 1), and then multiplied by 100 to get the percent of customers who indicated to us they were either satisfied or very satisfied.

Questions

(Q. 1)

To begin, we asked our customers if they had interacted with the Texas Commission on Fire Protection in the past two years. 97% said yes, while 3% 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 the TCFP. Respondents were allowed to choose more than one option:

Answer options	Response count	Percent of customers
Certification	180	83.7%
Training/testing	131	60.9%

Compliance	110	51.2%
FIDO	134	62.3%
Injury Reporting	50	23.3%
Library Resources	3	1.4%
Attended a meeting	90	41.9%
Facebook	22	10.2%
Curriculum	40	18.6%
Other	6	2.8%

(Q. 3)

"How satisfied are you with the agency's facilities?"

Answer Choices	Response Count	Percent of Customers
Very satisfied	50	23.5%
Satisfied	67	31.5%
Neutral	35	16.4%
Unsatisfied	7	3.3%
Very unsatisfied	7	3.3%
N/A - not applicable	47	22.1%

Percentage of satisfied customers = 70.9%. This figure represents the number of customers who gave a rating (if they answered "N/A" they did not give us a rating) and who indicated to us that they were either satisfied or very satisfied.

Percentage of neutral customers = 21.1%. (Again, those who answered N/A were not figured into this number.)

Percentage of unsatisfied customers = 8.4%. (Those who answered N/A were not figured into this number.)

(Q. 4)

"How satisfied are you with the agency's office location?"

Answer Choices	Response Count	Percent of Customers
Very satisfied	29	13.7%
Satisfied	51	24.1%
Neutral	58	27.4%
Unsatisfied	8	3.8%
Very unsatisfied	1	0.5%
N/A - not applicable	65	30.7%

Percentage of satisfied customers = 54.4%. This figure represents the number of customers who gave a rating (if they answered "N/A" they did not give us a rating) and who indicated to us that they were either satisfied or very satisfied.

Percentage of neutral customers = 39.5%. (Again, those who answered N/A were not figured into this number.)

Percentage of unsatisfied customers = 5.4%. (Those who answered N/A were not figured into this number.)

(Q. 5)

"How satisfied are you with the agency's signage?"

Answer Choices	Response Count	Percent of Customers
Very satisfied	16	7.7%
Satisfied	35	16.8%
Neutral	77	37.0%
Unsatisfied	6	2.9%
Very unsatisfied	4	1.9%
N/A - not applicable	70	33.7%

Percentage of satisfied customers = 37.0%. This figure represents the number of customers who gave a rating (if they answered "N/A" they did not give us a rating) and who indicated to us that they were either satisfied or very satisfied.

Percentage of neutral customers = 55.8%. (Again, those who answered N/A were not figured into this number.)

Percentage of unsatisfied customers = 7.2%. (Those who answered N/A were not figured into this number.)

(Q. 6)

"How satisfied are you with the agency staff's courtesy?"

Answer Choices	Response Count	Percent of Customers
Very satisfied	92	44.4%
Satisfied	74	35.8%
Neutral	27	13.0%
Unsatisfied	5	2.4%
Very unsatisfied	3	1.5%
N/A - not applicable	6	2.9%

Percentage of satisfied customers = 82.6%. This figure represents the number of customers who gave a rating (if they answered "N/A" they did not give us a rating) and who indicated to us that they were either satisfied or very satisfied.

Percentage of neutral customers = 13.4%. (Again, those who answered N/A were not figured into this number.)

Percentage of unsatisfied customers = 4.0%. (Those who answered N/A were not figured into this number.)

(Q. 7)

“How satisfied are you with the agency staff’s knowledgeability?”

Answer Choices	Response Count	Percent of Customers
Very satisfied	96	46.8%
Satisfied	73	35.6%
Neutral	25	12.2%
Unsatisfied	5	2.4%
Very unsatisfied	1	0.5%
N/A - not applicable	5	2.4%

Percentage of satisfied customers = 84.5%. This figure represents the number of customers who gave a rating (if they answered “N/A” they did not give us a rating) and who indicated to us that they were either satisfied or very satisfied.

Percentage of neutral customers = 12.5%. (Again, those who answered N/A were not figured into this number.)

Percentage of unsatisfied customers = 3.0%. (Those who answered N/A were not figured into this number.)

(Q. 8)

“How satisfied are you with communications with agency staff?”

Answer Choices	Response Count	Percent of Customers
Very satisfied	84	41.0%
Satisfied	65	31.7%
Neutral	30	14.6%
Unsatisfied	14	6.8%
Very unsatisfied	8	3.9%
N/A - not applicable	4	2.0%

Percentage of satisfied customers = 74.1%. This figure represents the number of customers who gave a rating (if they answered “N/A” they did not give us a rating) and who indicated to us that they were either satisfied or very satisfied.

Percentage of neutral customers = 14.9%. (Again, those who answered N/A were not figured into this number.)

Percentage of unsatisfied customers = 10.9%. (Those who answered N/A were not figured into this number.)

(Q. 9)

"How satisfied are you with the average time you spend on hold on the telephone?"

Answer Choices	Response Count	Percent of Customers
Very satisfied	40	19.5%
Satisfied	57	27.8%
Neutral	38	18.5%
Unsatisfied	17	8.3%
Very unsatisfied	8	3.9%
N/A - not applicable	45	22.0%

Percentage of satisfied customers = 60.6%. This figure represents the number of customers who gave a rating (if they answered "N/A" they did not give us a rating) and who indicated to us that they were either satisfied or very satisfied.

Percentage of neutral customers = 23.8%. (Again, those who answered N/A were not figured into this number.)

Percentage of unsatisfied customers = 15.6%. (Those who answered N/A were not figured into this number.)

(Q. 10)

"How satisfied are you with access to a live person?"

Answer Choices	Response Count	Percent of Customers
Very satisfied	68	33.5%
Satisfied	69	34.0%
Neutral	32	15.8%
Unsatisfied	14	6.9%
Very unsatisfied	6	3.0%
N/A - not applicable	14	6.9%

Percentage of satisfied customers = 72.5%. This figure represents the number of customers who gave a rating (if they answered "N/A" they did not give us a rating) and who indicated to us that they were either satisfied or very satisfied.

Percentage of neutral customers = 16.9%. (Again, those who answered N/A were not figured into this number.)

Percentage of unsatisfied customers = 10.6%. (Those who answered N/A were not figured into this number.)

(Q. 11)

"How satisfied are you with agency communications with you, including letters, electronic mail, and/or any text messaging?"

Answer Choices	Response Count	Percent of Customers
Very satisfied	81	40.1%
Satisfied	68	33.7%
Neutral	30	14.9%
Unsatisfied	13	6.4%
Very unsatisfied	8	4.0%
N/A - not applicable	2	1.0%

Percentage of satisfied customers = 74.5%. This figure represents the number of customers who gave a rating (if they answered "N/A" they did not give us a rating) and who indicated to us that they were either satisfied or very satisfied.

Percentage of neutral customers = 15.0%. (Again, those who answered N/A were not figured into this number.)

Percentage of unsatisfied customers = 10.5%. (Those who answered N/A were not figured into this number.)

(Q. 12)

"How satisfied are you with the usability of the agency's website?"

Answer Choices	Response Count	Percent of Customers
Very satisfied	50	24.8%
Satisfied	88	43.6%
Neutral	37	18.3%
Unsatisfied	19	9.4%
Very unsatisfied	7	3.5%
N/A - not applicable	1	0.5%

Percentage of satisfied customers = 68.7%. This figure represents the number of customers who gave a rating (if they answered "N/A" they did not give us a rating) and who indicated to us that they were either satisfied or very satisfied.

Percentage of neutral customers = 18.4%. (Again, those who answered N/A were not figured into this number.)

Percentage of unsatisfied customers = 12.9%. (Those who answered N/A were not figured into this number.)

(Q. 13)

"How satisfied are you with the agency's complaint handling process?"

Answer Choices	Response Count	Percent of Customers
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Very satisfied	23	11.4%
Satisfied	24	11.9%
Neutral	41	20.3%
Unsatisfied	4	2.0%
Very unsatisfied	4	2.0%
N/A - not applicable	106	52.5%

Percentage of satisfied customers = 49.0%. This figure represents the number of customers who gave a rating (if they answered "N/A" they did not give us a rating) and who indicated to us that they were either satisfied or very satisfied.

Percentage of neutral customers = 42.7%. (Again, those who answered N/A were not figured into this number.)

Percentage of unsatisfied customers = 8.3%. (Those who answered N/A were not figured into this number.)

(Q. 14)

"If you used the complaint process, how satisfied are you with the timeliness of your complaint's resolution?"

Answer Choices	Response Count	Percent of Customers
Very satisfied	11	5.5%
Satisfied	13	6.5%
Neutral	17	8.5%
Unsatisfied	3	1.5%
Very unsatisfied	1	0.5%
N/A - not applicable	154	77.4%

Percentage of satisfied customers = 53.3%. This figure represents the number of customers who gave a rating (if they answered "N/A" they did not give us a rating) and who indicated to us that they were either satisfied or very satisfied.

Percentage of neutral customers = 37.8%. (Again, those who answered N/A were not figured into this number.)

Percentage of unsatisfied customers = 8.9%. (Those who answered N/A were not figured into this number.)

(Q. 15)

"How satisfied are you with the agency's ability to timely serve you, including the amount of time you wait for service in person?"

Answer Choices	Response Count	Percent of Customers
Very satisfied	56	28.1%

Satisfied	60	30.2%
Neutral	47	23.6%
Unsatisfied	9	4.5%
Very unsatisfied	4	2.0%
N/A - not applicable	23	11.6%

Percentage of satisfied customers = 65.9%. This figure represents the number of customers who gave a rating (if they answered "N/A" they did not give us a rating) and who indicated to us that they were either satisfied or very satisfied.

Percentage of neutral customers = 26.7%. (Again, those who answered N/A were not figured into this number.)

Percentage of unsatisfied customers = 7.4%. (Those who answered N/A were not figured into this number.)

(Q. 16)

"How satisfied are you with any agency reports, instructions, or other printed information?"

Answer Choices	Response Count	Percent of Customers
Very satisfied	55	27.9%
Satisfied	81	41.1%
Neutral	35	17.8%
Unsatisfied	18	9.1%
Very unsatisfied	3	1.5%
N/A - not applicable	5	2.5%

Percentage of satisfied customers = 70.8%. This figure represents the number of customers who gave a rating (if they answered "N/A" they did not give us a rating) and who indicated to us that they were either satisfied or very satisfied.

Percentage of neutral customers = 18.2%. (Again, those who answered N/A were not figured into this number.)

Percentage of unsatisfied customers = 10.9%. (Those who answered N/A were not figured into this number.)

(Q. 17)

"Please rate your overall satisfaction with the agency."

Answer Choices	Response Count	Percent of Customers
Very satisfied	65	33.2%
Satisfied	91	46.4%
Neutral	20	10.2%

Unsatisfied	15	7.7%
Very unsatisfied	5	2.6%
N/A - not applicable	0	0.0%

Percentage of satisfied customers = 79.6%. This figure represents the number of customers who gave a rating (if they answered "N/A" they did not give us a rating) and who indicated to us that they were either satisfied or very satisfied.

Percentage of neutral customers = 10.2%. (Again, those who answered N/A were not figured into this number.)

Percentage of unsatisfied customers = 10.2%. (Those who answered N/A were not figured into this number.)

Analysis of the Findings

Changes that would improve the survey process

- Continue to seek new ways to promote the survey to increase customer engagement, including more face-to-face engagements with the customers.
- Leave the survey open for a longer period of time to increase the number of customers who take the survey.
- Verify that the survey questions accurately provide relevant information and review customer comments for additional information needed.
- Reduce the number of questions while having questions specific to areas of concern within the agency.

Summary findings regarding the quality of service provided

- Overall, customers indicated improved satisfaction in all areas of the agency. There were specific, isolated complaints related to the website, phones, and staff.
- Customers are dissatisfied with their access to the agency by telephone. They don't like having to leave voicemail messages and then wait for a call back. They would prefer to be able to connect with a live person the first time they call.
- TCFP's FIDO on-line system is not as user-friendly as customers would like it to be.
- While the new office facility is receiving positive feedback, the absence of signage remains a serious issue.

Improvements in progress and/or being considered

- TCFP continues to improve its FIDO on-line system with the goal of making it more user-friendly with better functionality.
- At regional meetings, TCFP solicits input and ideas from customers on ways to improve its services with them as well as the customer experience.
- Work with the Texas Facilities Commission to add signage to help customers find TCFP's offices.

Performance Measures

Customer Service Performance Measures	2024 Performance
Outcome: Percent of surveyed customer respondents expressing overall satisfaction with services received	79.6%
Output: Total customers surveyed	102,069
Output: Response rate	0.2%
Output: Total customers served	37,541
Efficiency: Cost per customer surveyed	\$.07
Explanatory: Total customers identified	55,000
Explanatory: Total customer groups inventoried	6

Definitions: Customer Service Performance Measures

Outcome: Percent of surveyed customer respondents expressing overall satisfaction with services received = 79.6%

Definition: The total number of survey respondents to question 17 who indicated that they are satisfied or very satisfied overall with the agency, divided by the total number of respondents to that question. Of the 196 respondents who left a rating for this question, 156 indicated that they were satisfied or very satisfied with the agency. This results in 79.6% of respondents expressing overall satisfaction with services received.

Source/Collection of Data: Surveys were made available April 1, 2024 - April 14, 2024, totaling two weeks of availability. Links to the survey were posted on the TCFP website, on TCFP's Facebook page, and in staff email signatures. And we sent an email blast to all individuals in our database, inviting them to take our survey.

Output: Total customers surveyed = 102,069

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 102,069 individuals.

Output: Response Rate = 0.2%

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

Source: We had 232 customers take our survey. 232 out of 102,069 equals a 0.2% response rate.

Output: Total customers served = 37,541

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 = \$0.07

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's staff, plus the cost of the online survey tool; this would equal the total cost of the survey to the taxpayers of the state of Texas.

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

Explanatory: Total customers identified = 55,000

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

Method of calculation: An estimate of 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.