



# **Customer Satisfaction Survey Report**

**2009**

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## Results and Analysis

### Methodology

In October and November of 2009, Vendi conducted research that measured customer satisfaction. Research consisted of telephone surveys, written surveys and email surveys. For the majority of the past 14 years, Riverfront staff have prepared and conducted the survey. In 2004, a group of students from the University of Wisconsin – La Crosse assisted in conducting the survey. 2008 was the first year that Riverfront used an outside vendor, Vendi Advertising, to conduct the survey. Vendi conducted the survey again in 2009.

Written, telephone or email contacts were attempted with 1,900 persons; 724 responses were collected.

- Consistent with 2008 96% increase in responses over 2007
- Consistent with 2008 211% increase in contact attempts over 2007. The 2007 survey was given to a random sampling of all Riverfront customers.
- The Riverfront customer list was scrubbed after the 2008 survey, reducing the total Riverfront customer list from 2,069 names in 2008 to 1,900 names in 2009.

The primary objectives of the 2008 and 2009 surveys were to give all customers the opportunity to share their feedback (667 customers were chosen in 2007) and to achieve statistical confidence overall and in multiple categories.

- Overall 95% confidence, +/- 4
- By category 90% confidence, +/-5

	<u>2009</u>	<u>2008</u>
Overall*	724 responses	741 responses
Participants	330 responses	341 responses
Production	82 responses	86 responses
Funders & social workers	40 responses	61 responses
Employers & work sites	108 responses	101 responses

\*Includes Staff

### Highlights

Response to the 2009 annual customer satisfaction survey was very positive. Survey response rates exceeded goals and were high, averaging 38% (2% higher than 2008), and representing a healthy cross-section of customer types and geographic locations.

Overall customer satisfaction with Riverfront is very high, with an average of 93% satisfied, 93% willing to recommend Riverfront to friends or colleagues, and 96% finding the staff to be kind, respectful, and encouraging. These numbers are consistent with 2008 figures.

Also consistent with 2008, 98% of employers, worksites, production customers, funders, and social workers plan to continue working with Riverfront. 96% of these customers report that they are satisfied.

Customers of all types were very forthcoming with comments. Most comments were very positive and provided an invaluable glimpse into the strong relationships and experiences that have been derived from Riverfront. Other comments revealed very specific areas in which Riverfront can improve.

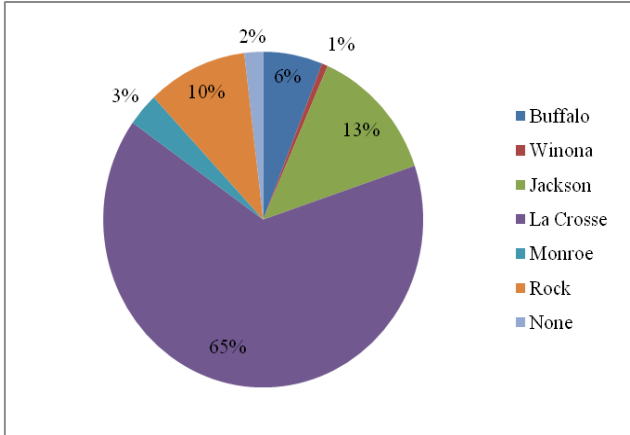
## Overall Survey Results - Participants and Non-Participants

Participants include guardians unless otherwise noted and non-participants include employers, worksites, production, funders, and social workers

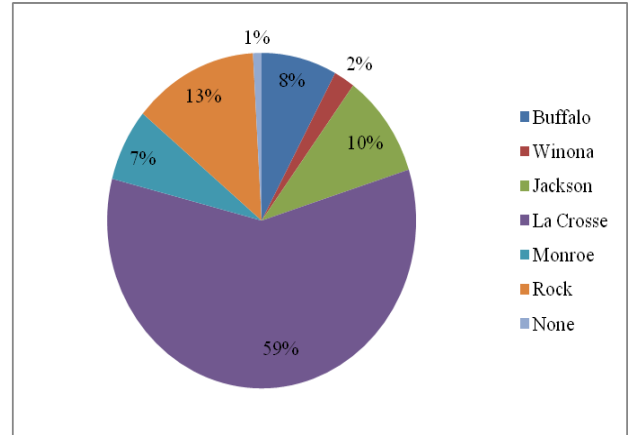
### Survey respondents by location

“With which Riverfront location have you been in contact?”

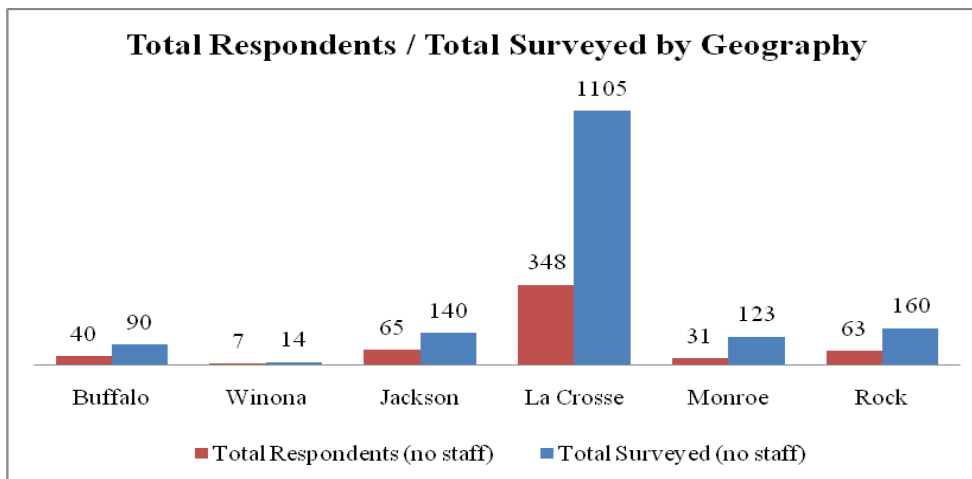
#### Participants



#### Non-Participants



Respondents by Location and Type						
	Participants	Production	Employer / Worksite	Funder/ Social Worker	Unknown	<i>Total</i>
Buffalo	22	N/A	13	5	0	<b>40</b>
Winona	2	N/A	2	3	0	<b>7</b>
Jackson	42	10	10	3	0	<b>65</b>
La Crosse	213	63	53	18	1	<b>348</b>
Monroe	14	N/A	13	4	0	<b>31</b>
Rock	33	9	15	6	0	<b>63</b>
None	4	0	1	1	0	<b>6</b>
<b>TOTAL</b>	<b>330</b>	<b>82</b>	<b>107</b>	<b>40</b>	<b>1</b>	<b>560</b>

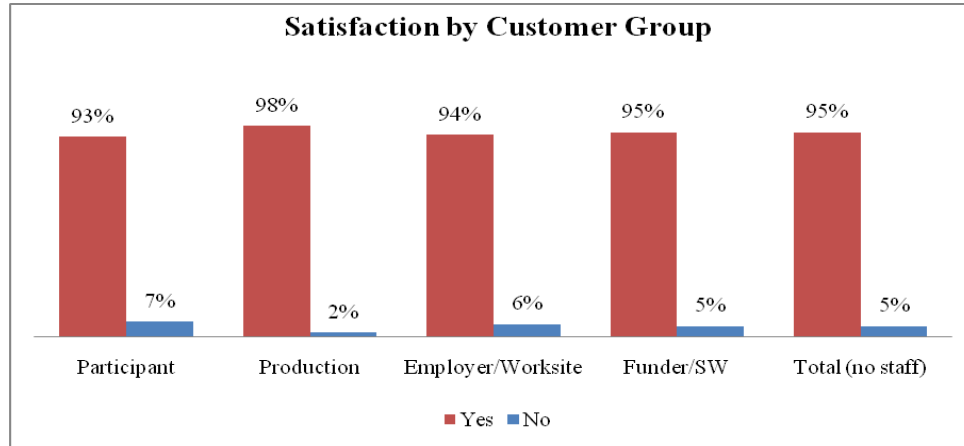


A healthy response base was collected from Riverfront’s key geographic locations. Few, if any, variations in responses were detected by location. Trends identified in the overall data were mirrored in geographic specific data.

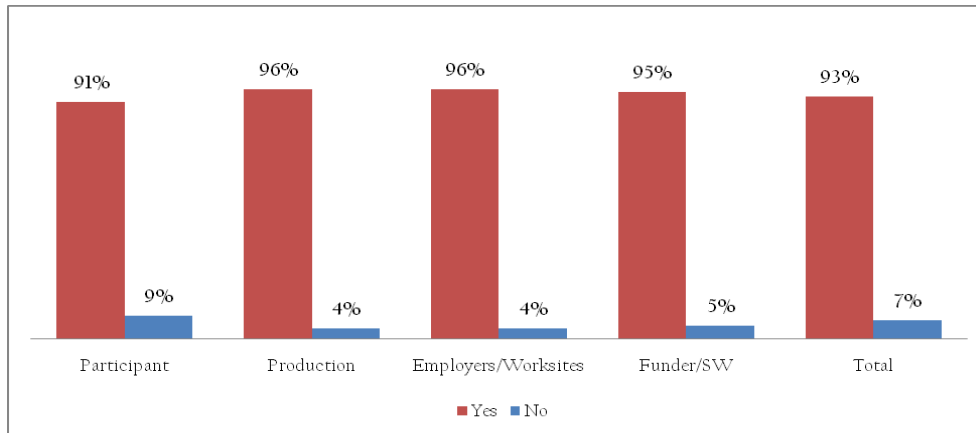
### Customer Satisfaction

“Have you been satisfied when working with Riverfront overall?”

**2009**



**2008**



Satisfaction among production, employer, worksite, funder, and social worker groups is extremely high at 94-96%. Satisfaction of participants is 2% higher than it was in 2008. Satisfaction of production customers is 2% higher than it was in 2008 and satisfaction of funders/social workers is 2% higher than it was in 2008.

Participants are increasingly satisfied but remain slightly less satisfied overall, with those who have never been employed by or through Riverfront the least satisfied.

Participants Satisfied	Percent Satisfied 2008	Percent Satisfied 2009
Participants who are or have ever been employed through Riverfront	94%	95%
Participants who have been employed in the community	94%	94%
Participants who have been employed on-site	92%	97%
Participants who have never been employed by or through Riverfront	88%	89%

## Analysis of the comments

All comments will be included at the end of the report broken down by geographic area, by customer type, by question.

## Participants

Participants could not say enough about the helpful and friendly staff at Riverfront. They also enjoy the activities, events, social interaction, work, and overall atmosphere. All positive comments can be categorized as such:

Enjoyable activities and events	39 respondents
The friendly and helpful staff	93 respondents
Social interaction	49 respondents
The work	40 respondents
Overall friendly, caring, and enjoyable atmosphere	26 respondents
The Riverfront mission objectives	4 respondents
Miscellaneous	7 respondents

Comments from dissatisfied participants are uniquely specific and do not point to one identifiable problem area. Delay in job placement is the concern most often repeated, but only 50% of those dissatisfied are or have ever been employed by or through Riverfront.

Dissatisfied participants' area of concern can be categorized in this way:

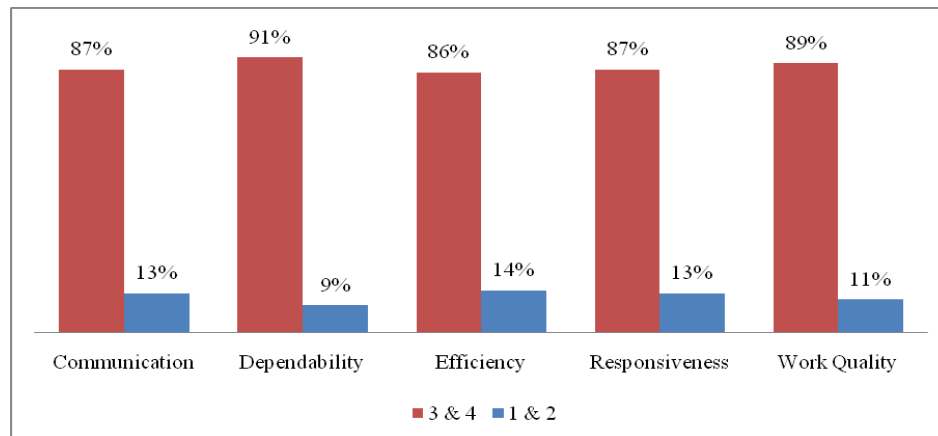
Quality of service issue, varied	26 respondents
Job or work related issue	10 respondents
Pay issue	5 respondents
Staff turn-over/ workload issue	3 respondents

## Perceptions of Riverfront organization – multiple areas

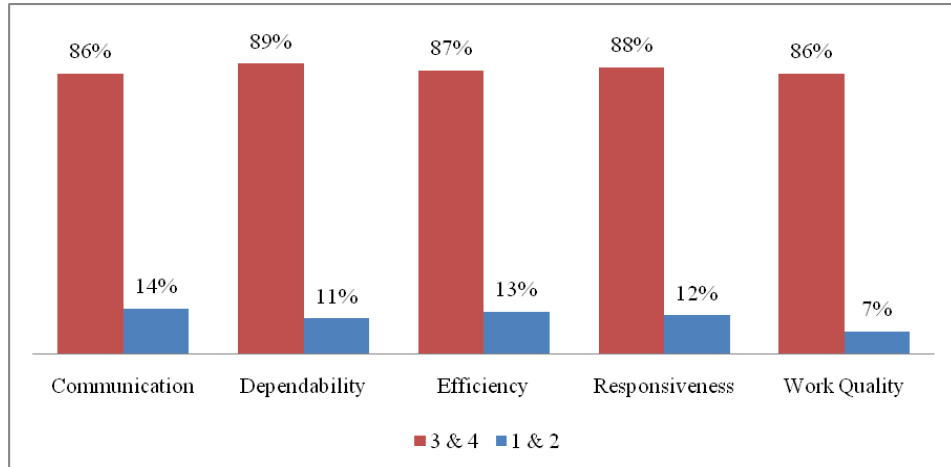
*Participants, Production, Funders & Social Workers, Employers & Worksites*

*“Please rate your perception of the following characteristics of the Riverfront organization (1 is low, 4 is high)”*

**2009**



2008



When specific areas of service were analyzed, there wasn't one service area that emerged as significantly high or low. Respondents demonstrated a tendency to either rank Riverfront as consistently high or, to a much lesser degree, consistently low. Dependability was ranked the highest at 91%. Satisfaction with dependability, communication, and work quality grew by 1-3% since 2008.

### Services provided when expected

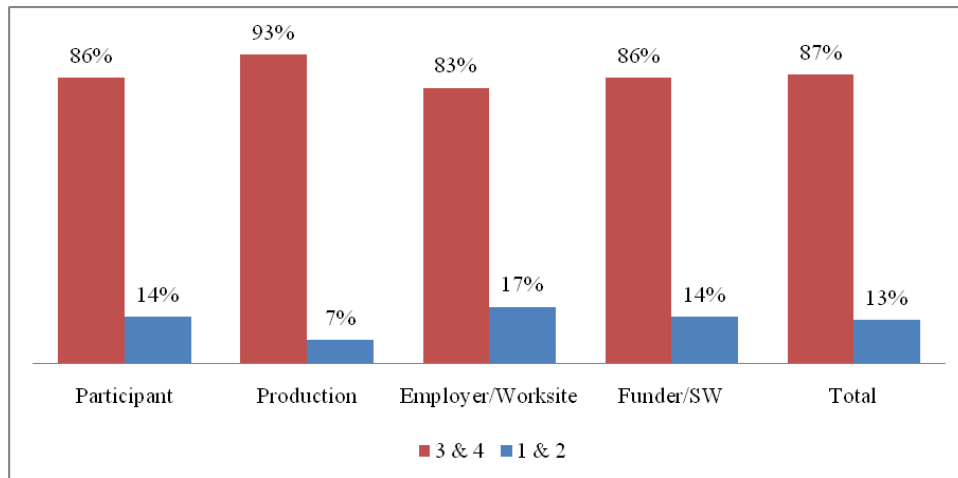
Respondents were asked directly and indirectly if services were provided when expected. Overall, 94% agreed that services were provided when expected. Some customers were slightly more likely than last year to agree that services were provided when expected and others were less likely to agree.

	Percentage agreement 2008	Percentage agreement 2009
<b>Services were provided when expected</b>		
Participants & guardians	90%	93%
Production	98%	96%
Employers/worksites	93%	96%
Funders/social workers	97%	88%
<b>Total</b>	<b>95%</b>	<b>93%</b>

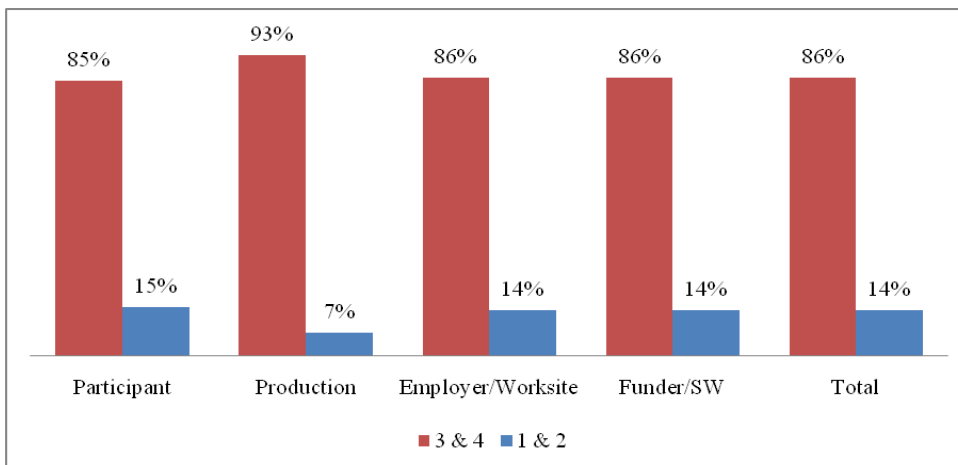
## Communication

“Please rate your perception of the following characteristics of the Riverfront organization (1 is low, 4 is high):” Characteristic is communication.

**2009**



**2008**



### Data Chart

Communication	Poor		Excellent	
	2008	2009	2008	2009
Participants	15%	14%	85%	86%
Production	7%	7%	93%	93%
Employers/worksites	14%	17%	86%	83%
Funders/social worker	14%	14%	86%	86%
<b>Total</b>	<b>14%</b>	<b>14%</b>	<b>86%</b>	<b>86%</b>

Communication did not emerge through the quantitative data as an area warranting significant concern among participants, production customers, employers, worksites, funders or social workers, though customer comments do reveal specific areas where communication could be improved. Communication ratings did not change significantly 2008 – 2009.

## Analysis of the Comments

*As reported in commentary from customers.*

### Production customers

Production customers shared many positive comments. Among what they enjoy most about Riverfront: the dependability, quality of work, the opportunity offered to better the community, the friendly staff, and the reasonable cost. All positive comments can be categorized in this way:

Reasons for choosing Riverfront/ what customers enjoy most:

Cost	10 respondents
Location and convenience	7 respondents
Recommended or previously used	15 respondents
Helping in the community	22 respondents
Service need	8 respondents
Dependability and quality	31 respondents
Friendly staff	22 respondents
Good communication and responsive to needs	6 respondents

When production customers were asked what they liked least about Riverfront and what Riverfront could do differently, they identified the following areas of concern. These areas were quite varied, revealing that Riverfront is not missing the mark in any one area, and can be summarized as such:

Customer service issue	23 respondents
Deliver/distance issue	4 respondents
Quality of work issue	5 respondents
Billing/paperwork issue	2 respondents

### Employers & Worksites

Employers and worksites shared a large number of positive comments about Riverfront. Many shared that it was a desire to help in the community and to contribute to the betterment of the participants' lives that was most rewarding and motivating. The positive comments can be categorized as below:

Reasons for choosing Riverfront/what customers enjoy most:

Cost	1 respondent
Location and convenience	2 respondents
Recommended or previously used	15 respondents
Helping in the community	41 respondents
Service need	8 respondents
Dependability and quality	16 respondents
Contacted by Riverfront	3 respondents
Enjoy working with participants	29 respondents
Friendly staff	16 respondents
Use is required	2 respondents
Good communication and responsive to needs	10 respondents

Though when asked what they liked least about Riverfront and what Riverfront could do differently, they identified job coaching and communication/follow-through as areas needing improvement.

Employer and worksite issue area can be summarized as follows:

Customer service, varied	28 respondents
Trouble with assigned workers	14 respondents
Job coaches/staff, specifically identified	7 respondents
Don't have openings	3 respondents
Other	3 respondents

### **Funders and Social Workers**

When sharing positive comments about Riverfront, Funders were most likely to mention the staff. They also cited dependability, quality service, referrals, and responsiveness as key Riverfront attributes. All positive comments can be categorized in this way:

Reasons for choosing Riverfront/what customers enjoyed most:

Location and convenience	2 respondents
Recommended or previously used	9 respondents
Helping in the community & the Riverfront mission	4 respondents
Service need	9 respondents
Dependability and quality	17 respondents
Limited options	4 respondents
The competent, caring staff	27 respondents
Good communication and responsiveness	7 respondents

When funders and social workers were asked what they liked least about Riverfront and what Riverfront could do differently, they showed a tendency to be results-based in their concerns and expectations. They asked for lower costs, more and better job placements, and additional services. General areas of customer service, including communication and follow-through were also mentioned.

Areas of concern for funders and social workers can be summarized as:

Customer service issue, varied	21 respondents
Work/job placement issue	8 respondents
Cost/billing issue	7 respondents

## Industry averages

Vendi Advertising researched employee satisfaction industry averages as demonstrated through employee satisfaction surveys.

Because averages were not available for your specific industry, results were pulled from a variety of sources and information from companies such as State Bank La Crosse, Ashley Furniture, Manpower, Account Temps, the United States Patent and Trade Office, Heawood Research Limited, and the Chartered Institute of Personnel and Development was reviewed.

Employee satisfaction averages were found to be: 14%, 48%, 55%, 63%, 76% (range of 14% - 76% with an average satisfaction of 51%)

Average increase in employee satisfaction in one year (after efforts to improve satisfaction were implemented) were found to be: 4%, 15%, 33% (range of 4% - 33% with an average increase of 12%)

Additionally, Vendi researched industry averages for customer satisfaction as demonstrated through customer satisfaction surveys.

Research indicates that companies with high satisfaction have approximately 50% of their customers giving them a top rating (irrespective of industry or the nature of the rating scale provided). If 50% or more of your customers are giving you a top rating, results should be considered very high as well as rare (Source: Chamberlain Research Consultants).

## 2009 Customer Satisfaction Goal Outcomes

**Strategic Priority:** To enhance service to Riverfront customers

**Know When:** Customers report a high level of satisfaction

**Goal:** **Increase customer satisfaction through increased work opportunities.**

1. Riverfront customers involved in community employment will report satisfaction with their job in the community.

Target: 85%

**Outcome:** *Achieved: 86% of participants who have been/are employed in the community indicated satisfaction. This is down from 94% in 2008.*

2. Riverfront customers involved in on-site employment will report satisfaction with their job.

Target: 85%

**Outcome:** *Achieved: 85% of participants who have been employed on-site indicated satisfaction. This is down from 92% in 2008.*

3. Work will be available to participants in Riverfront's work centers.

Target: 75%

**Outcome:** *Not achieved: 68%. This is up from 62% in 2008.*

**Goal:** **Increase customer satisfaction through timely service provision**

1. Riverfront participants will report services were provided when expected:

Target: 92%

**Outcome:** *Achieved: 93% of participants reported services were provided when expected. This was not a goal in 2008.*

**Goal:** **Increase customer satisfaction through greater quality of service**

1. Business customers will report quality of services have improved over the prior year

Target: 93%

**Outcome:** *Goal achieved: 95% of production customers and worksites reported the quality of services have improved over the prior year.*

**Strategic Priority:** To enhance understanding and active support for Riverfront

**Know When:** Launched strategies to communicate more effectively

**Goal: Increase customer satisfaction through communication**

1. Riverfront customers will report good communication with Riverfront.

Target: 92%

**Outcome:** *Not achieved:* 87% of customers reported good communication with Riverfront. *This is up from 86% in 2008.*

2. Riverfront staff will report good communication with Riverfront.

Target: 65%

**Outcome:** *Not achieved:* 60% of staff reported good communication with Riverfront. *This was not a goal in 2008.*

## 2010 Customer Satisfaction Goal

**Strategic Priority:** Increase Customer Satisfaction

**Know When:** Customers report a high level of overall satisfaction

**Goal:** Increase customer satisfaction through greater quality of service

1. Business services customers

Target: 93%

2. Riverfront participants receiving employment services

Target: 93%

3. Riverfront participants receiving community living services

Target: 93%

4. Funders and social workers

Target: 93%

5. Staff

Target: 91%

**Goal:** Increase customer satisfaction through communication

**Know When:** Customers rate their perception of communication as high

1. Business services customers

Target: 93%

2. Riverfront participants receiving employment services

Target: 93%

3. Riverfront participants receiving community living services

Target: 93%

4. Funders and social workers

Target: 93%

5. Staff

Target: 65%