

Austin Community College
Status Report: Improvement Actions in Response to the
Results of the Internal Customer Satisfaction Survey, Spring 2001

Austin Community College's Internal Customer Satisfaction Survey (ICSS) conducted in Spring, 2001, identified fourteen "highly-used" offices with twenty percent or more respondents reporting they were dissatisfied with the office's overall service. In the report that follows, these offices will be referred to as HUHD (high use and high dissatisfaction) offices. (See *Table 7 Highly-Used Offices/Services: Ratings of Dissatisfaction with Promptness, Attitude, and Overall Service in Order of Percent Dissatisfied with Overall Service* attached at the end of this report for the list of offices.) In September, 2001, each of these offices was asked to report on the status of the actions they planned to take (or had already taken) to improve the quality of their overall service, the promptness of their service, and their service attitude. This report provides a brief analysis of the types of improvements proposed and the percentage of completed actions; a table of each office's status report, organized by administrative area; and finally, a copy of *Table 7 Highly-Used Offices/Services: Ratings of Dissatisfaction with Promptness, Attitude, and Overall Service in Order of Percent Dissatisfied with Overall Service* from the *Internal Customer Satisfaction Survey, Spring 2001 Analysis of Results* for reference.

Implementation of Improvements

An examination of all of the status reports submitted revealed a total of 100 improvements planned by the fourteen HUHD offices in response to the ICSS conducted this past spring. As of October 1, 2001, twenty-nine of these have been completed and thirty-seven are expected to be completed within the next six months. Of those remaining, nineteen are "on-going," and the rest are scheduled to be completed by December 2002.

Types of Improvements

The status reports also revealed noticeable similarities in the actions the fourteen HUHD offices planned to take to improve their services as well as improvements unique to the function each office fulfills. The similarities in improvement actions can be categorized in the following ways:

- Hire, upgrade, or reassign staff. 11 (79%) of the HUHD offices planned to do this.
- Develop on-line or software applications. 11 (79%) of the HUHD offices planned to do this.
- Participate in customer service training. 10 (71%) of the HUHD offices planned to do this.
- Establish or write procedures for customers or staff. 9 (64%) of the HUHD offices planned to do this.
- Increase teamwork within the office by cross training, staff meetings, staff retreat, or use of external consultants. 9 (64%) of HUHD offices planned to do this.
- Take some action to improve communication both within the office and with customers. 6 (43%) of HUHD offices planned to do this.
- Collect customer feedback via point-of-service survey, "card," or focus groups. 6 (43%) of HUHD offices planned to do this.
- Train or retrain staff. 4 (29%) of HUHD offices planned to do this.

Recommendations

It is recommended that an additional status report be submitted by each of the fourteen HUHD offices in March when the bulk of planned improvements will have been implemented.