

## Customer Satisfaction 1

### CS 1: Proportion of health department programs conducting a systematic process to assess external customer satisfaction

#### Why measure this?

Customer satisfaction and the degree to which customer complaints are satisfactorily addressed is critical for any health department. A standardized customer satisfaction process provides a systematic way to measure customer opinion of the services received and improve satisfaction for future services provided.<sup>1</sup> By asking customers about their level of satisfaction on a regular schedule, using the same questions and similar procedures, agencies can produce a set of consistent measurements or ratings of their performance at various points in time. Customer satisfaction surveys properly conducted can economically produce appropriate, valid, reliable measures of performance that would otherwise not be available. Customer satisfaction surveys also inform the customer/client that the agency/program is interested in knowing the customer/client viewpoints on quality and are looking for ways to improve.<sup>2</sup>

**Measurement specifications:** Number of health department programs conducting a systematic process to assess external customer satisfaction divided by the total number of health department programs.

#### PHAB Alignment

**9.1.4:** Implemented systematic process for assessing customer satisfaction with health department services

This indicator contributes to the PHAB measures by providing health department leadership with a way to monitor the quality of performance of public health processes, programs, interventions and other activities to improve the health of the population, and capture and analyze customer feedback in order to address the expectations of various public health customers.<sup>1</sup>

**Reporting Period:** Annually

#### Operational Definitions

**Health department programs:** In the context of this indicator, health department programs may include a focus on: (1) prevention and health promotion (e.g., tobacco, HIV, nutrition, injury, physical activity, sexually transmitted disease counseling, diabetes, hypertension, violence, unintended pregnancy, childhood and adult immunizations, environmental epidemiology, newborn screening, and emergency preparedness); (2) clinical and diagnostic services (e.g., access to health care, screening for disease conditions, treatment for diseases, and laboratory services); and (3) surveillance

<sup>1</sup> Florida Department of Health (2013). CHD PS Fact Sheet

<sup>2</sup> Georgia Department of Community Health - Division of Public Health, Guidelines for Customer Satisfaction. Available at <http://www.health.state.ga.us/pdfs/nursing/QA-QIManual/Tab%206%20%20Guidelines%20for%20Customer%20Satisfaction.pdf>

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(epidemiology). Health departments may also provide technical assistance, training, research and evaluation services for any and all of these program areas. Programs should have at least one staff person assigned and represent a discrete area of agency focus.

**Systematic process to assess external customer satisfaction:** Methodically employing the same set of procedures on a regular (i.e., pre-established schedule) basis from health department consumers on the degree of satisfaction provided by a person or group receiving a service.<sup>3</sup> For this indicator, “satisfaction” can include a variety of issues (e.g., wait time, staff knowledge, office cleanliness, etc.) Health department staff must either, written or verbally, acknowledge customers’ expression(s) of dissatisfaction.

**Annually:** This indicator should be reported during a 12-month cycle (i.e., calendar year, fiscal year, etc.).

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**Possible data sources:** Health department customer satisfaction surveys.

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<sup>3</sup> PHAB (2011). Standards and Measures glossary of terms. Available at <http://www.phaboard.org/wp-content/uploads/PHAB-Acronyms-and-Glossary-of-Terms-Version-1.0.pdf>