

REAL ESTATE SERVICES DIVISION, DEPARTMENT OF GENERAL SERVICES  
**CUSTOMER SATISFACTION SURVEY 2003: RESULTS**

**BACKGROUND**

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**RES D  
AND  
DEPARTMENT-  
WIDE  
CUSTOMER  
SATISFACTION**

The Real Estate Services Division (RES D) continues a commitment to enhance customer approval through the continuous review of customer satisfaction. RES D has conducted annual customer satisfaction surveys continuously since 1999.

The Department of General Services (DGS) Executive Team recently launched an effort to collect common performance information for Division, Branch, and Office customer satisfaction. As a result, Research Planning and Measurement (RPM), working with the DGS customer service consultant, Morley Winograd, created a survey methodology that allows divisions to collect customer satisfaction information that can be compared department-wide.

RES D Deputy Director Kenn Kojima, and the Customer Account Management Branch (CAMB), invited RPM to use this method to create and execute RES D's 2003 customer survey. RPM administered the RES D survey electronically, like the 2002 survey, and tabulated the results.

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**CUSTOMER  
QUESTIONS**

To rate RES D service delivery, we asked customers standard performance-related customer service questions, including four related to projects. We stated these questions in the customer satisfaction condition<sup>1</sup> and asked RES D customers to indicate their agreement with those statements. We followed these performance questions with a RES D *overall satisfaction* question. Furthermore, we asked customers to indicate the amount of contact they had with each individual branch and to rate their satisfaction with that branch. Finally, we asked customers for their comments.

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**RES D  
SURVEY**

RPM staff surveyed 608 RES D customers regarding the services they receive. RPM contacted these customers via an e-mail which consisted of:

- An explanatory cover letter from Deputy Director Kojima
- A web link to a Liquid Office based survey document located on a DGS server.

Respondents completed the survey online, and RPM collected and tallied their responses, and provided the results here.

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*Continued*

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<sup>1</sup> The customer satisfaction condition is a positive statement of how services should optimally be provided.

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**REPORT  
CONTENTS**

This report contains:

- Summaries of customer responses to specific survey questions, including an item reflecting overall customer satisfaction.
  - Appendices providing an overall data table and various data breakouts.
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**REPORT  
CONTENTS**

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