

REAL ESTATE SERVICES DIVISION, DEPARTMENT OF GENERAL SERVICES
CUSTOMER SATISFACTION SURVEY 2004: RESULTS

EXECUTIVE SUMMARY

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

As part of their efforts to measure performance, RESD continues to use the Department of General Services (DGS) customer survey format, a survey methodology developed by Research, Planning and Measurement (RPM) that allows divisions to collect customer satisfaction information that can be compared department-wide.

RPM administered the survey electronically, as were the 2003 and 2002 surveys. RPM targeted only RESD external customers, which aligns the survey with standardized department-wide reporting requirements.

Respondents indicated their agreement with standard performance questions regarding their overall perception of RESD service, stated as the customer satisfaction condition. These also included project related questions. RPM then asked customers to rate their overall satisfaction with RESD. Finally RPM requested customers to indicate the amount of contact they had with each individual RESD branch and rate their satisfaction with that branch.

RESD customers completed 113 surveys from 491 delivered for a 23 percent response rate. Accordingly, the information provided here is valid only for those responding.

RPM found 72 percent of RESD Customers report overall satisfaction with RESD services, a 13 percent increase in satisfaction over the previous year.

In a reversal from last year, Staff provided RESD's highest ratings, while Executives provided the lowest.

RESD continues to provide a good service face to customers. Customers believe they are treated courteously, and that staff are knowledgeable, provide reliable information, are responsive and provide them high quality work.

Customers, however, indicated lower agreement levels for project delivery, staying within budget, being accountable, and timeliness. Further, customers that *did not* indicate *overall satisfaction* with RESD also provided the lowest ratings for project delivery, timeliness, giving projects dedicated effort, and accountability to the customer.

Half the RESD branches received effectively the same satisfaction ratings as last year, varying up or down only a percentage point or two. These are: Customer Account Management (68%), Building and Property Management (67%), and Professional Services (67%). Other branches customer ratings slipped in excess of 10 percent. These are: Project Management (45%), and Asset Planning and Enhancement (41%). The new division in RESD, Construction Services, received an inaugural rating of (38%).

As with last year, customers that indicated satisfaction with a particular branch *generally* provided higher ratings for: 1) the other branches they rated, and 2) overall satisfaction.

Finally, RESD customers with daily or weekly (high) branch contact provided higher ratings on performance questions. The exception is Project Management where higher levels of contact possibly indicate increased project difficulties. There was, however, no correlation between overall satisfaction ratings and customer contact with RESD.
