

What's The Issue?

There is potential to assess and identify needed areas of training and improvement for all Environmental Health Improvement (EHI) programs through customer service surveys. Survey response has been too low in the past to make these assessments.

We aim to increase response to EHI customer service surveys from 1-2% to 10-20% through testing multiple methods of survey access by December, 31 2025.

Why It's Important

EH would like to know how we can improve our client experience and customer service.

- Are we polite and respectful?
- Are we explaining / educating?
- Are we timely?
- Are we giving options?
- Do we need customer service training?
- What can we do better?

Previous survey attempts resulted in very low response rates, and EH was unable to meaningfully assess client satisfaction. Receiving feedback from the public is an important component of being a nationally accredited health department. This project could serve as a model for the other WCHD Centers to collect & assess customer service feedback through surveys.

What We Did

We created a survey with options for customers to assess types of service received. We then had the survey entered into Qualtrics. Survey distribution was conducted as follows:

- Adding survey to EHI's permit page on WCHD's website.
- Providing QR codes on card for inspectors to distribute as part of the encounter.

After evaluating response rate, which was found to be lower than desired, survey links were e-mailed directly to clients/customers who received services and provided an e-mail address between July 1, 2025 and September 30, 2025.

- Survey link was added to outgoing e-mails.

The survey itself was revised to include:

- A progress bar to show how far client is in completing the survey.
- Survey questions were able to be redirected depending on answers, ensuring clients could bypass unrelated questions.
- Response form was reformatted options to be more user-friendly.

Lessons Learned

- Most clients do not take the time to complete a survey
- Text messaging was more effective in survey completion than email.
- Data collection from one quarter of the year showed that clients received services multiple times.
- Incentives may help get feedback through surveys
- Multiple avenues of survey distribution were required to achieve the desired response rate.
- Department has multiple surveys and coordination is important to avoid confusion or overwhelming the client (survey fatigue).

Team Members

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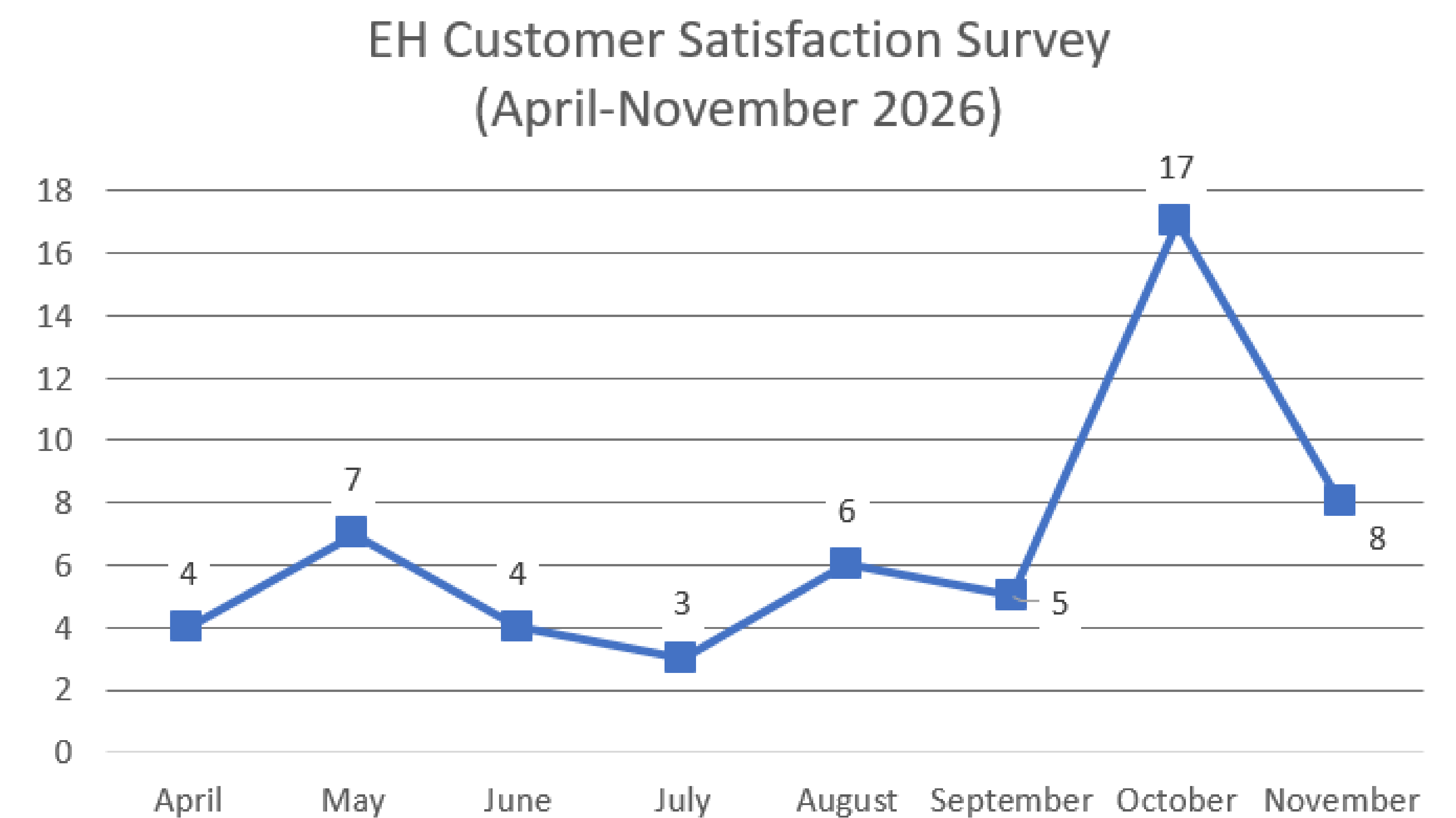
Results

Website visits and email invites could provide measurable baseline data that 10% of the clients receiving EHI services, completed our customer Service Survey. Response rate could not be determined for other methods such as anonymous link.

- Received more surveys than previously attempted.
- Website had a 5% completion rate.
- Invite over e-mail had a 14% completion rate.
- Majority of completed surveys came from anonymous links (response rate cannot be determined)
- Anonymous link appears to be the most efficient method of survey response (highest number of completed surveys with least burdensome method of distribution)

Next Steps

- Continue to improve client participation by working with CDP to embed our customer service link onto general report.
- Utilize the data collected from the survey collection to improve processes and program performance



Caption: Monthly Counts of Customer Satisfaction Surveys Received