



OFFICE OF MAYOR JERRY SANDERS

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FACT SHEET

MAYOR SANDERS RELEASES RESULTS OF CITYWIDE CUSTOMER SATISFACTION SURVEY

RESULTS TO BE USED BY CITY DEPARTMENTS AS BASELINE FOR MEASURING AND IMPROVING CUSTOMER SERVICE

OVERVIEW: A Citywide Customer Satisfaction Survey was conducted within City departments during the month of March 2007. The survey focused on face-to-face customer service and measured seven indicators of the quality of service delivered. It is part of an overall Customer Services Department strategy based on a best practice called “the continuous improvement cycle.” In the cycle measuring service at regular intervals allows for consistent feedback to staff and identification of training opportunities. The survey will be repeated every nine months to capture data from seasonal customers, and trends will be compared over time.

HOW THE SURVEY WAS COMPILED

- Customer satisfaction surveys were placed at public counters throughout the city
- Customers were asked to rate the service they received in seven key areas
- 4,597 surveys were completed
- Ratings were compiled and analyzed by location, by Department and by business group
- Departments that received fewer than 10 completed surveys did not receive an overall rating

Snapshot of Survey Results (complete results are in the attached Executive Summary)

- Service was rated on a scale of 1-5
- It is recommended that each department strive to achieve or maintain an overall rating of 4.5 or above
- 13 departments received enough surveys to be rated
- Fire-Rescue received the highest average rating – a 4.95 (see table 1 in executive summary)