



Customer Service Assessments

Collecting customer information is valuable and allows an organization to provide comparisons between what the organization sees as its accomplishments and the perceptions of others that have an interest or "stake" in the organization. Information is gathered to gain customer preference or evaluation of service quality, insight into the organization's strengths and weaknesses, and the identification on ways to improve.

Our assessment framework allows specificity and comparability by providing both program specific items and more universal dimensions that benchmark performance internally within your organization and externally with similar types of institutions. The customer assessment framework is comprised of five universal service dimensions defined by distinct content areas.

Facilities	Service	Communications	Staff	Overall
* Adequacy * Impressions * Accessibility	* Utility * Delivery * Quality	* Telephone * Printed Materials * Internet	* Knowledgeable * Professional * Helpful	* General Satisfaction * Lasting Impact * Timeliness

Survey methodology and data analysis are designed to provide results. We utilize hardcopy, online and email survey deployment methodologies to reach a large number of customers in a cost-effective manor. Our data analysis procedures provide rapid turnaround of your data.

Customization is a standard feature on the assessment instrument. Two customer specific categories are available to provide cross-sectional comparisons of your many constituents. In the assessment instructions, customers are asked to identify two distinctive groupings such as what service they utilized, the program in which they participated, the type of service recipient they are, etc. Data reports and statistical analysis are provided on each customer specific category - unless fewer than five individuals responded

Additional customization options are available. We provide a wide range of customer assessment and survey options. If you have a need for a more specific data collection process, let us know. We can be reached at (512) 471-9831 or soe@uts.cc.utexas.edu.