

Texas Real Estate Commission (TREC)  
Customer Service Symposium Handout  
January 9, 2002

**Complying with SB 1563**

**Introduction**

The mission of the Texas Real Estate Commission is to assist and protect consumers of real estate services, and foster economic growth in Texas. Through its programs of education, licensing and industry regulation, the Commission ensures the availability of capable and honest real estate service providers.

**End-of-year “customer” statistics for FY2001:**

115,139 licensees and registrants  
Over 100,000 subscribers to TREC’s newsletter, *TREC Advisor*  
350,000 phone calls answered by TREC staff  
4,000 individuals subscribed to TREC’s email notification list, TREC-L  
9,000 documents accessed through TREC’s automated TREC-Fax system  
Over 5 million pages viewed at TREC’s web site

**Writing the Compact with Texans**

Prepare draft following SB 1563 text  
Review examples; incorporate ideas  
Share draft with staff, agency-wide  
Discuss and incorporate staff input  
Present draft to LBB for approval  
Edit and finalize per LBB’s input  
Incorporate Compact into Strategic Plan

**Designing the Customer Survey**

Prepare draft following SB 1563 text  
Review examples; incorporate ideas  
Share draft with staff, agency-wide  
Discuss and incorporate staff input  
Incorporate into Strategic Plan

**Salient Features of the Compact with Texans**

Written from the customer’s perspective in layman’s language  
Who are we?  
Why do we exist?  
Who are our customers?  
What do we do for these customers?  
How can we measure how well we are servicing our customers?

**The Customer Survey**

Continuously monitor survey results  
Evaluate, discuss, and act upon results on an ongoing basis  
Respond to all questions within set deadline  
Encourage staff to read customer survey results

## Customer Service at TREC

### Communications Department

- 3 toll-free lines & 3 local lines
- 350,000 calls answered every year at TREC
- 7.5 FTE in Communications
- Attempt to answer all calls without transferring
- Empowered to conclude the call
- Respond to all email and customer survey questions within 48 hours

### Customer Survey

Our survey results demonstrate success. Over the past two years TREC has surveyed over **9,500 customers**. Following are a few key results:

	<b>Excellent</b>	<b>Good</b>	<b>Total</b>
Staff <b>knowledge</b>	63.30	31.50	<b>94.80</b>
Staff <b>friendliness</b>	64.50	29.20	<b>93.70</b>
Staff <b>courtesy</b>	64.90	29.30	<b>94.20</b>
<b>Timeliness</b> of service	56.90	33.20	<b>90.10</b>
Access to <b>toll-free #</b>	58.00	35.60	<b>93.60</b>
<b>Telephone assistance</b>	58.00	35.60	<b>93.60</b>
<b>Follow-through</b>	56.70	30.80	<b>87.50</b>

### TREC Web Site <http://www.trec.state.tx.us>

Redesigned from end-user perspective

Continuously updated

Major resource for customers

All customers encouraged to “help themselves” via web site

Online salesperson and broker renewals and salesperson applications

Consumer tab on web site

Customer Survey on web site

Web site “comments”

### Administration

Total buy-in regarding customer service concept

Continuous monitoring of web site comments and survey comments

Follow up with TREC staff regarding opportunities for improvement

Active solicitation of “how to make things better and easier” from staff

Quick action on input from staff