

Using Short Surveys To Evaluate Customer Satisfaction: Email and Telephone

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UICC World Conference for Cancer
Organizations – Workshop 7
November 18, 2004



Goals



- Ensure that CIS programs serve their audiences effectively
- Measure “customer satisfaction”
- Assess which channels (phone, email) reach audiences best
- By using a common instrument, we can compare results among ICISG members

Customer Satisfaction



- 10 question survey
 - On phone, 4 minutes to ask
 - By email, include with response
- Purpose – to determine:
 - Characteristics of your audience
 - Information needs
 - Level of satisfaction with your service

Common Items To Include



- Demographics of audience
- Channels (phone, email, others)
- Types of information sought
- Satisfaction with response
- Suggestions for improvement

Adaptable to Channels



- Email
- Telephone service
- Web site
- Mail
- Newsletter
- Live help/instant messaging

Demographics of Audience



- Age
- Gender
- Race, ethnicity
- Education
- Location

Types of Information



- General cancer questions
- Specific type of cancer
- Specific treatment
- Clinical trials
- Referrals, resources
- Other

Satisfaction



- Timeliness
- Adequacy of answer to question
- Helpfulness of resources, referrals
- Overall satisfaction

Suggestions for Improvement



- Open-ended question
 - “Do you have any suggestions for improving our service?”
- Code in categories, such as:
 - Provide medical advice
 - Provide more specific responses
 - Provide referral to physicians
 - Offer other services

10 Questions



- How did you find out about us?
- Who are you (type of caller - patient, family, public...)?
- What is your age?
- What is your gender?
- How much education?
- What is your race/ethnicity?
- Where do you live?
- Was the information appropriate?
- Was the information clear and easy to understand?
- Were you satisfied with the answer?

Using the Data



- Create a user profile of your service
- Find the common elements among different types of service
- Find how users locate your services
- Find information gaps and needs
- Assess timeliness, adequacy, helpfulness of staff and materials