Using Short Surveys To Evaluate Customer Satisfaction: Email and Telephone

Chris Thomsen

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