Improve the customer satisfaction survey

Define the Aim
To improve the customer satisfaction survey process by clarifying roles, decreasing survey time and editing survey content by service area by March 2016.

Analyze the Current Approach
A flow chart was completed by the team to show the current survey collection process.

Analyzing the problems identified:
1. Did not have 4 quarters worth of data
2. Ran out of time
3. No defined timeframes
4. Unclear responsibilities
5. No formal process/procedure

Identify Potential Solutions

The team brainstormed key drivers of customer service and created an affinity diagram.

This helped to identify survey questions on the new in-office and out-of-office survey tools.

The team wrote a Standard Operation Guide (SOG) for the Customer Survey process. This guide will help assist in clarifying roles and defining survey time periods for the customer satisfaction survey.

DO
Test the Theory for Improvement

The improvement was tested by following the newly created SOG and new survey tools.

Study
Use Data to Study Results of the Test

Four quarters of customer satisfaction data were collected. Some limitations observed include:
- Inconsistent distribution of surveys when front office staff are away from their desks
- Inconsistency with administering surveys during busy clinics and during childhood immunizations
- Infrequent completion of car seat surveys

Study the Results
Four quarters of customer satisfaction data were collected and compiled in shorter timeframes and more surveys were administered and completed for both in and out of office surveys. Program specific satisfaction data was made available for the first time and survey content is more suitable for our services.

ACT
Standardize the Improvement

Standardize the improvement or develop new theory

In reviewing the study’s four quarters of survey periods and results, the team met to re-evaluate survey procedures and decided to Adopt the process SOG 002.