

Wisconsin Department of Health Services  
**AGING AND DISABILITY  
RESOURCE CENTER  
EVALUATION**

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**COW (Calumet, Outagamie, Waupaca)**

*Aging & Disability Resource Center  
Customer Satisfaction Report*

January 2009

## Acknowledgements

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# TABLE OF CONTENTS

## Contents

Executive Summary .....	1
Methodology Overview.....	2
Customer Profile .....	3
Domain Scores .....	6
Aspects of Customer Satisfaction.....	8
Recommendations .....	10

## EXECUTIVE SUMMARY

In 2008, the State of Wisconsin conducted a customer service evaluation of aging and disability resource centers (ADRCs). This report presents the results for the ADRC serving Calumet, Outagamie and Waupaca Counties (COW). This report is intended to be a summary of the results and will identify the ADRC's service strengths, opportunities for improvement, overall customer satisfaction ratings, and provide recommendations. You will receive an email containing instructions to login for a detailed review of your county data.

Highlights of the results show that:

- COW's ADRC received average to above average satisfaction ratings overall. Most customers were either "satisfied" or "very satisfied" with most aspects of customer service. This report focuses on the distinction between "good" and "excellent".
- COW's highest-rated domain of customer satisfaction is Empowerment, which entails helping customers explore their choices, weigh the pros and cons, and connect them to needed services. 87% of COW's customers rated related items "excellent". This is significantly above the average for all of the Wisconsin ADRCs that were surveyed in this evaluation (80%).
- COW's lowest rated domain is Personalization, which entails consideration for the customer's and their family's individual needs and circumstances and following up to see how they are doing. Thirty four percent (34%) of respondents rated the associated items as "excellent". This does not differ significantly from the average for all of the surveyed ADRCs (37%).

### GREATEST STRENGTHS:

- Customers ability to easily access the information that they needed by using the ADRC's services was among the highest rated items.
- The COW I&A specialists' consideration of customers' opinions, likes and dislikes before recommending services or programs and their ability to address their special circumstances and needs were also rated highly.
- All the customers surveyed who had an opinion (excluding "Don't Know") strongly agreed that the I&A specialist listened carefully to what they had to say.

### OPPORTUNITIES FOR IMPROVEMENT:

- Helping with the paperwork and helping to navigate the system were among the lowest rated items.
- Privacy when talking to staff was rated significantly below average. Hours open and waiting time were among the lowest rated items.
- Although rated close to average, the increased use of customer follow-ups would help to identify challenges people may be having in completing paperwork or in "navigating the system".

## METHODOLOGY OVERVIEW

Table 1 briefly outlines the methodology employed in this project. One hundred three customers of the ADRC serving Calumet, Outagamie and Waupaca Counties (COW) completed interviews, were selected at random from a sampling of customers who received information and assistance (I&A) and/or options counseling within the past 6 months and were listed in the electronic database system. Interviews were conducted from April through July of 2008, and typically lasted 12 minutes.

**Table 1: Methodology Overview**

Methodology	Telephone interviewing
Length	12 Minutes
Sampling	ADRC customers who received I&A and/or options counseling with contact in the past 6 months
Survey Timing	April through July 2008
Statewide sample size	1653
COW's sample size	103

In addition to analysis of response percentages, many results are discussed with respect to a descriptive mean, or average. The table below shows the scales for each corresponding question. Responses of 'don't know' and 'no answer' are not included in calculating the means for any question.

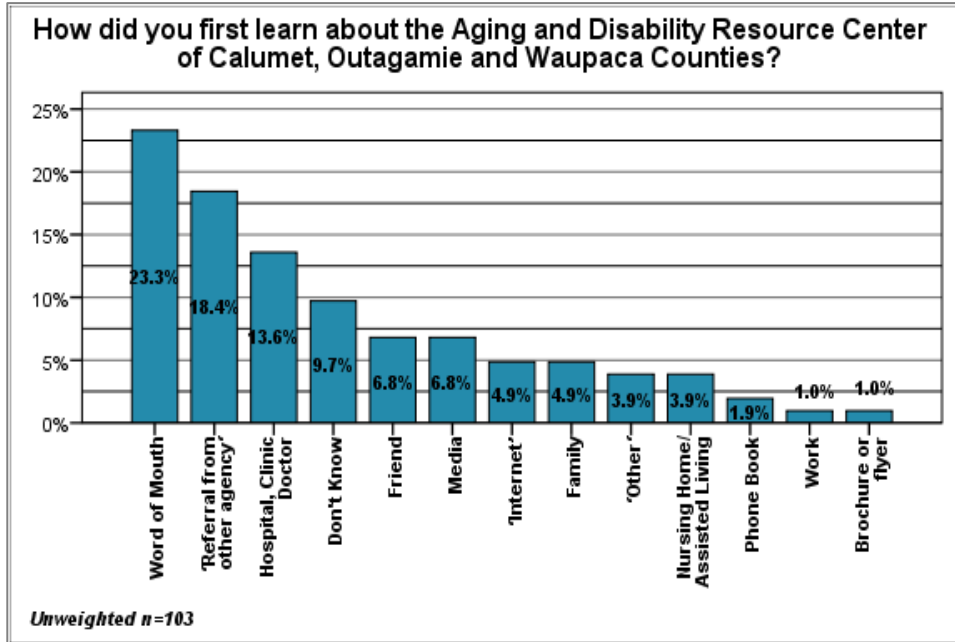
**Table 2: Question Scales**

Measure	Scale	Values
<b>Satisfaction</b>	1 to 4	1 = Very dissatisfied 2 = Somewhat dissatisfied 3 = Somewhat satisfied 4 = Very satisfied
<b>Agreement</b>	1 to 4	1 = Strongly disagree 2 = Somewhat disagree 3 = Somewhat agree 4 = Strongly agree
<b>Yes/No</b>	1 or 4	1=Absent 4=Present

## CUSTOMER PROFILE

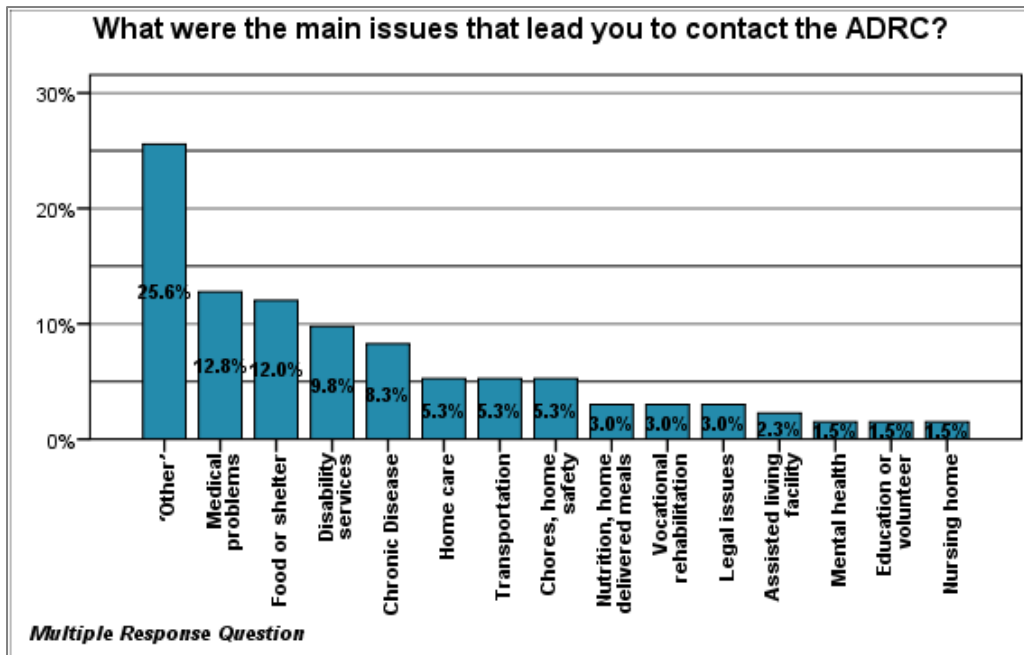
The following charts will describe the characteristics of COW's ADRC customers, including demographics and issues leading them to contact the ADRC. These results may be useful in identifying gaps in services, unmet needs, or areas to target your marketing efforts.

COW customers most frequently heard about the Resource Center by word of mouth (23%), referral through another agency (18%) or hospital, clinic, or doctor (14%).

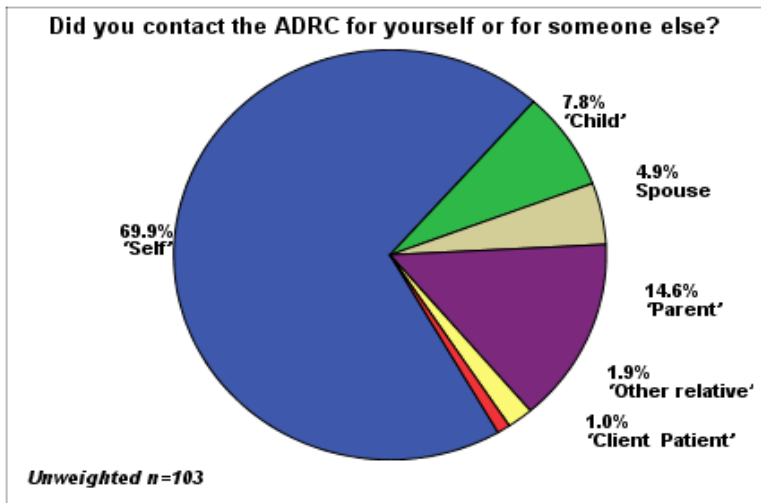


Medical problems (13%) financial assistance for food or shelter (12%) or disability services (10%) were the most frequently mentioned issues that brought customers to the ADRC.

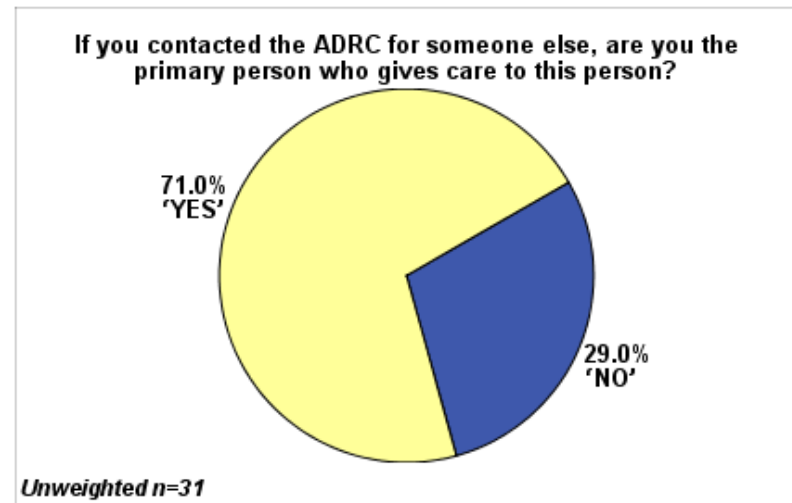
Many respondents offered multiple responses to this question so that answers do not total to 100%.



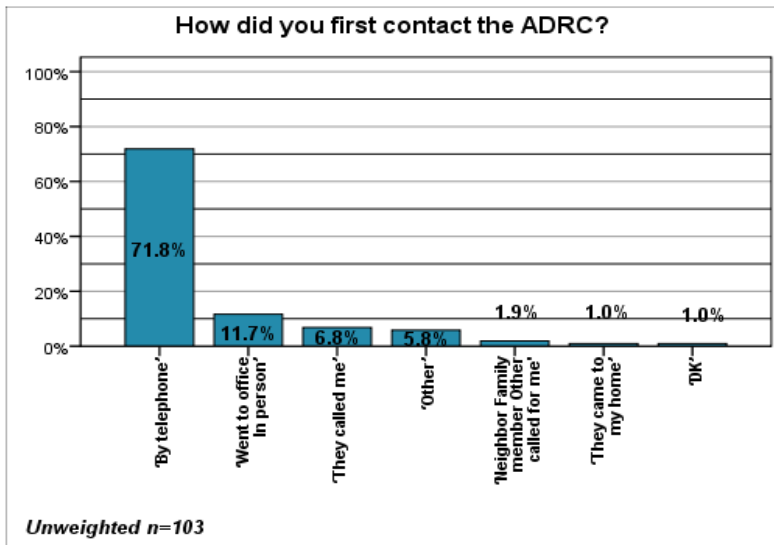
The “other” category includes responses that were unique to the individual and about one in three respondents offered at least one such issue.



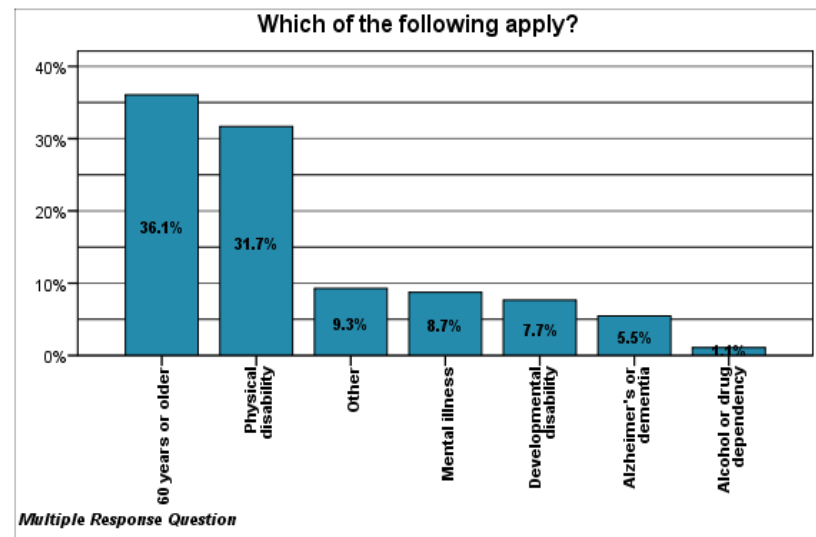
Seven in ten customers (70%) contacted the ADRC on their own behalf and 15% on behalf of a parent.



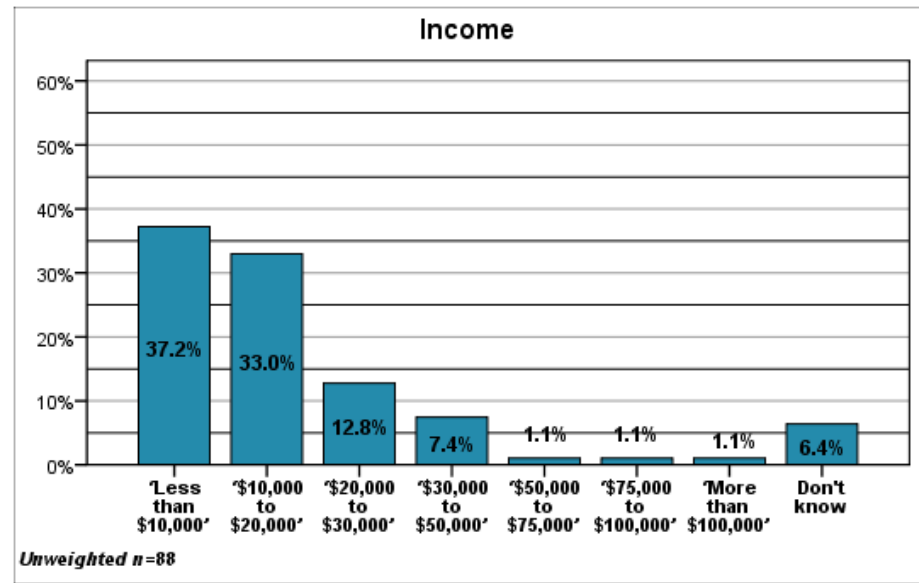
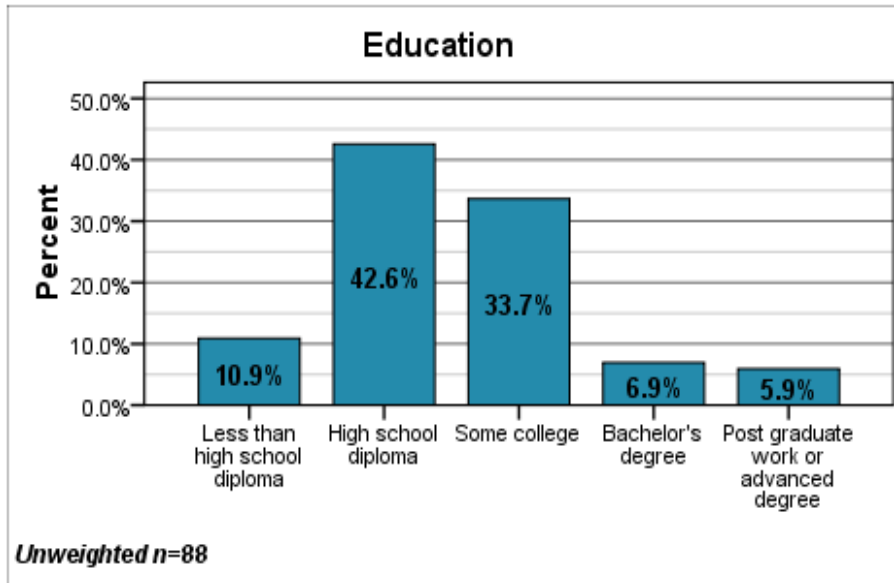
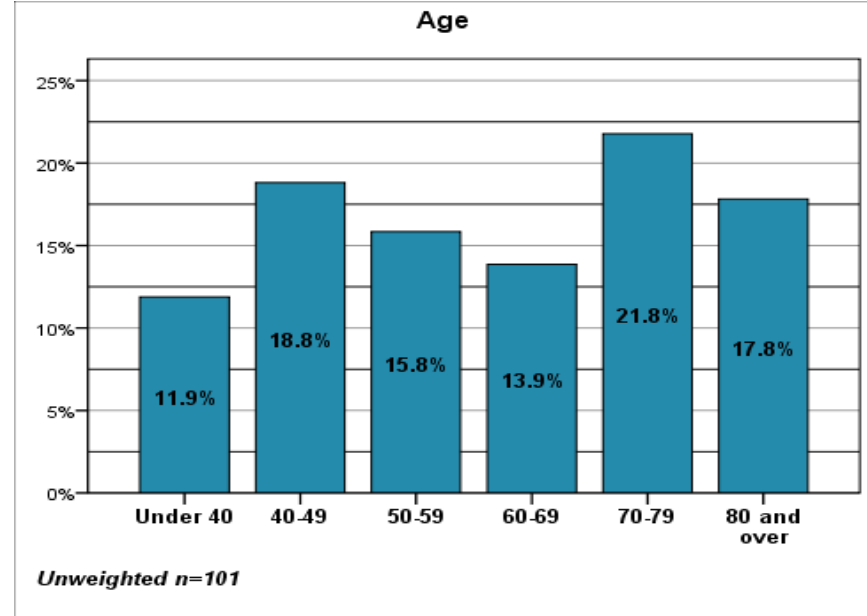
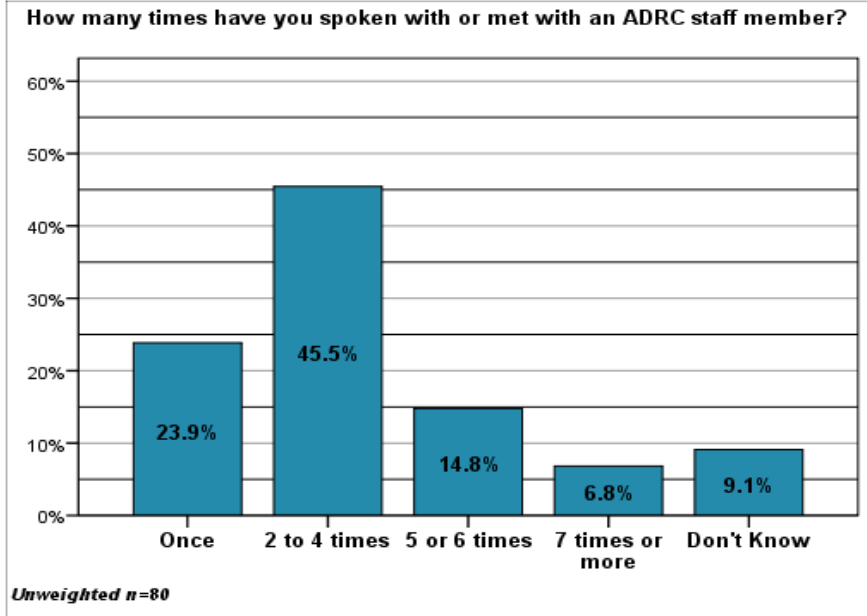
Among those who contacted the ADRC on someone else's behalf, about 71% are the primary caregiver for that person.



The majority of customers contacted the ADRC by telephone (72%) and 12% went to the office in person.



About one-third of customers (36%) surveyed are 60 years or older and 32% have a physical disability (31%).



## DOMAIN SCORES

All aspects of customer satisfaction that were measured in the evaluation have been categorized into five domains. Through statistical analysis, these five domains emerged as distinct qualities of the ADRC that are significant predictors, or key drivers, of all aspects of customer satisfaction.

This section of the report will discuss COW’s ratings in each of the five domains and identify your particular strengths and areas for improvement. The report will also identify quality indicators or quality processes that are associated with domain excellence to assist with your quality improvement efforts.

The domains include:

**Table 3: Domains and their Meanings**

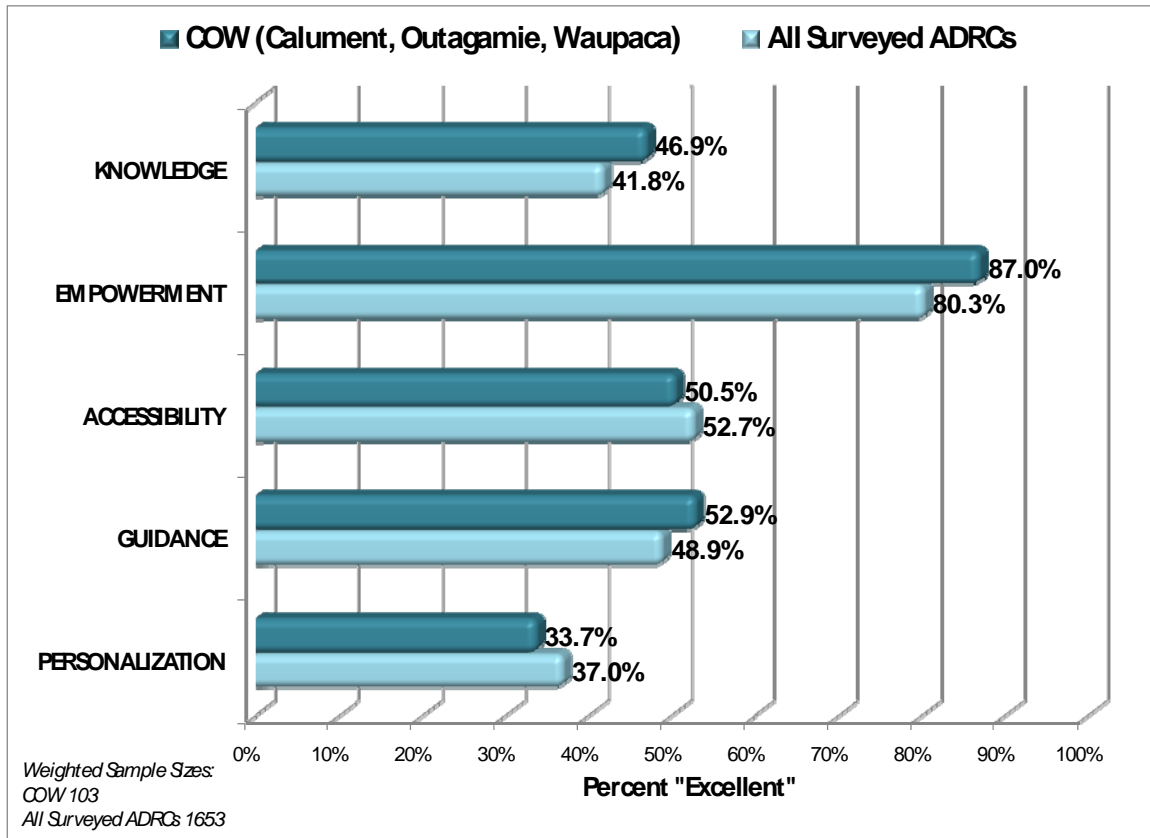
Domain	Meaning
<b>Knowledge</b>	Offering knowledge about a wide range of services and offering the customer easy access to information
<b>Empowerment</b>	Helping the customer to explore their choices, weigh the pros and cons, and connect to needed services
<b>Accessibility</b>	Convenience of location, hours, responsiveness and privacy when talking to staff.
<b>Guidance</b>	Explaining each step clearly, helping to navigate the system and fill out paperwork
<b>Personalization</b>	Consideration for the customer’s and their family’s individual needs and circumstances, following up to see how they were doing

Domain scores are measured on a scale of 1 to 4. The following table shows the way that customer’s responses were coded and used to develop the scales.

**Table 4: Domain Measurement**

Questionnaire Wording	Value
Strongly Agree	4
Somewhat Agree	3
Somewhat Disagree	2
Strongly Disagree	1
Excellent	4
Good	3
Fair	2
Poor	1
Yes	4
No	1

## ADRC OF CALUMET, OUTAGAMIE AND WAUPACA'S DOMAIN RATINGS



The chart above shows the percentage of customers who rated items in each domain “excellent” (4 out of 4 possible). COW, like the other Wisconsin ADRCs surveyed, received very few “poor” or even “fair” responses. Customers expressed very high levels of satisfaction with ADRC services, and the suggestions for improvement offered in the report focus on the distinction between “good” and “excellent” ratings.

The COW ADRC’s domain ratings are above average in Knowledge and Empowerment. Accessibility, Guidance and Personalization ratings are each close to the average of all participating ADRCs. The domain that offers the most opportunity for improvement toward excellent scores is Personalization.

Table 5 shows some of the quality indicators and procedures associated with each domain, as well as COW’s current rating or practice in relation to the average of all 18 surveyed Wisconsin ADRCs.

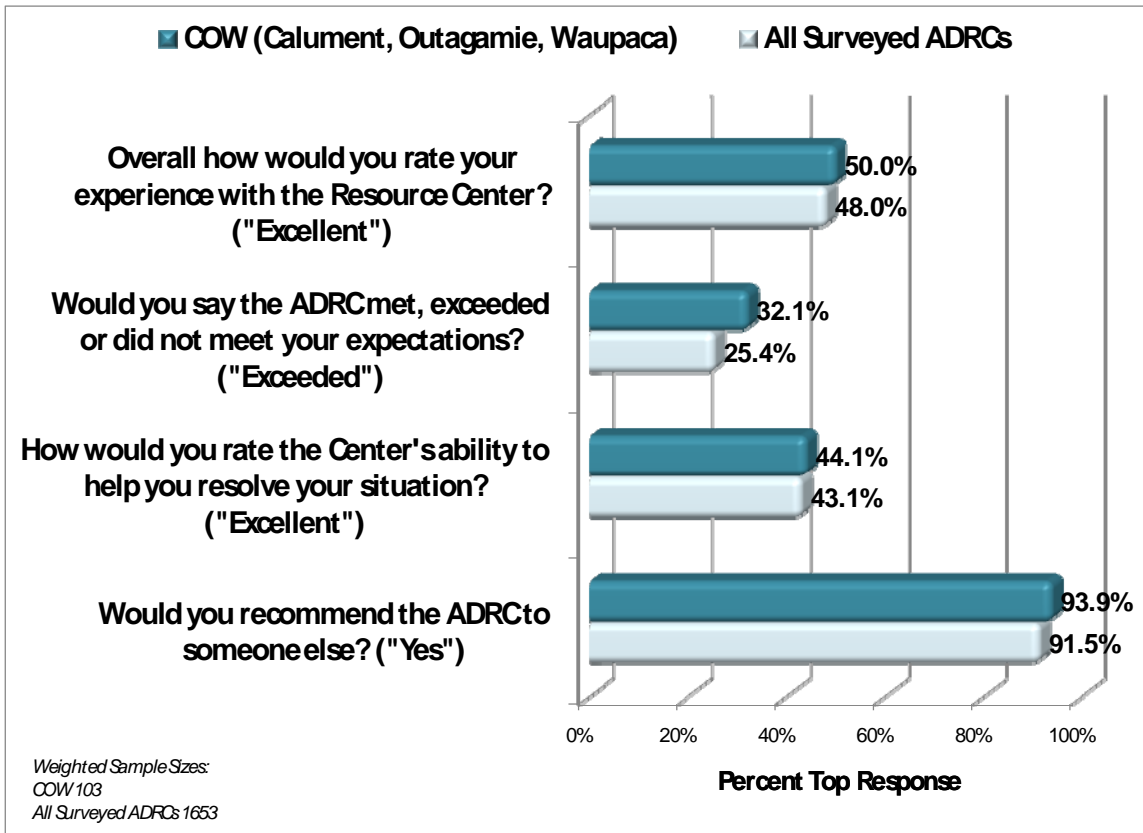
**Table 5: ADRC Processes and Characteristics Associated with Domain Excellence**

<b>Domain</b>	<b>Process/Indicator</b>	<b>COW ADRC</b>
<b>Knowledge</b>	Frequency of individual I&A Staff Performance Evaluations	As needed basis (less than optimal)
	Daily or weekly staff meetings	Yes (excellent)
<b>Empowerment</b>	Collecting Feedback after Referrals (ADRC-reported)	Yes (good)
	Accessibility of the RC office (Individual question rating)	Average
<b>Accessibility</b>	Hours, convenient location, parking, ease of finding the phone number	All aspects average
<b>Guidance</b>	Time elapsed after call before some action taken; such as a home visit or referral (optimally less than 48 hours)	2-5 days (less than optimal)
	Daily or weekly staff meetings	Yes(excellent)
	Time elapsed before home visit (Consumer reported)	Average
<b>Personalization</b>	Collecting Feedback after Referrals (Consumer reported)	Average
	Daily or weekly staff meetings	Yes (excellent)
	Hours Open	Average

**ASPECTS OF CUSTOMER SERVICE**

The five customer service domains were predictive of several distinct aspects of customer service. These included customer ratings of the usefulness of the help they received, their overall experience at the ADRC, whether the ADRC did not meet, met or exceeded their expectations, and the customer’s stated willingness to recommend the services to someone else.

The following chart shows the percentage of customers that offered the “top response” for each aspect of customer satisfaction.



COW's ADRC received ratings comparable to the average of all surveyed ADRCs in all customer service measures, with the exception of exceeding customer expectations, which was rated above average. Exceeding customer expectations, though above average, offers a strong opportunity for customer service improvement, along with helping customers to resolve their situation.

Table 6: ADRC Processes and Characteristics Associated with each Aspect of Customer Service

Customer Service Aspect	Process/Characteristics	COW ADRC
Overall Experience	Went above and beyond his her job	Average
	Helped connect customer with the services needed	Average
	Was <not>hard to get hold of	Average
	Helped weigh the pros and cons of each choice	Average
Exceeding Expectations	Frequency of individual I&A Staff Performance Evaluations	As needed basis (less than optimal)
	Follow up after referrals	Average
	Helped navigate the system	Average
	Helped weigh the pros and cons of each choice	Average
	Went above and beyond his her job	Average

Customer Service Aspect	Process/Characteristics	COW ADRC
<b>Perceived usefulness of the help received</b>	Went above and beyond his her job	Average
	Explained each step clearly	Average
<b>Willingness to Recommend</b>	Explained each step clearly	Average
	Helped weigh the pros and cons of each choice	Average
	Helped with the paperwork	Average
	Helped navigate the system	Average
	Helped me to make my own decisions	Average

## RECOMMENDATIONS

The following recommendations are for items that are likely to have the strongest effect on excellence in overall customer satisfaction.

- Facilitate I&A specialists' ability to help customers with paperwork and navigate the system.
- Explore ways to improve the privacy of customers when talking to the staff, as well as the hours open and waiting time.
- Implement systematic checks to ensure that I&A follow-up calls are made, in particular with regard to the customers' ability to fill out paperwork and navigate the system.