

Strategic Lean Project Report



For Reporting Period: July 1, 2016 through December 31, 2016

I. General Information:

Lead agency name: Governor's Office of the Education Ombuds

Partner agencies: None

Improvement project title: OEO-Customer Service Survey Return Rates

Date improvement project was initiated: February 1, 2016

Project type: New Project

Project is directly connected to:

Results Washington performance measure

Agency Strategic Plan

Other

If applicable, specify the alignment:

Goal 5

Report reviewed and approved by: Carrie Basas, Director of OEO

II. Project Summary:

OEO automated its customer service surveys for feedback in both English and Spanish on its conflict resolution services, improving its response rate from 7.8% to 8.1%.

III. Project Details:

Identify the problem:

OEO strives to improve its services for stakeholders by learning from customer feedback. Formerly, OEO was inconsistent in mailing customer surveys to everyone and accrued postage, staff time, and printing costs for doing so. OEO's costs, therefore, were not only financial, but also in terms of input to improve processes. Now, where a customer has an email address and can receive a survey in Spanish or English, OEO sends these surveys electronically, reducing waste and environmental impacts. To ensure equity, OEO continues to mail surveys to customers that do not have access to email technology.

Problem statement:

Currently, OEO has increased its customer service survey return rate from 7.8% in 2015-2016 to 8.1% as of January 2017. This survey applies to OEO's direct support and not its presentations and trainings. By July 2017, OEO will implement a customer service feedback process for trainings and presentations that it will offer at every event.

Improvement description:

Leveraging our existing database management technology for casework, we automated our customer service survey to not only send the survey itself, but to also provide reminders. We translated this survey into Spanish to provide additional

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access and identified alternative methods for delivery for customers that did not have email access.

Customer

involvement: We looked at former survey responses, as well as skipped questions by customers, to identify ways to simplify our survey as we launched this automation.

IV. Impact to Washingtonians:

Automating the survey process provides OEO with additional participation by consumers that can lead to changes in the ways that ombuds approach their conflict resolution work. Ombuds now review feedback surveys at least quarterly to discuss with the Director. Additionally, the Director uses the survey feedback as a way to identify customers that might need additional support or opportunities for input. The automation process has reduced mailing and printing costs, while not eliminating a paper option for customers that do not use email. Staff time to print and mail surveys was also reduced significantly, allowing the intake specialist to spend more time being responsive to calls and requests for assistance.

Project Results:

Improved process as measured by:	Specific results achieved: <i>(Complete the narrative boxes below)</i>	Total Impact: <i>(Actuals; Current Reporting Period)</i>	Results status:
<input checked="" type="checkbox"/> Cost	Decreased mailing and printing costs from \$1.50/ every survey to \$1.50 for 10% of surveys	Reduced costs from \$750 to \$75	Final
<input checked="" type="checkbox"/> Quality	Increased survey participation from 7.8% to 8.1%	Increased feedback data by 0.3%	Preliminary
<input checked="" type="checkbox"/> Time	Decreased intake specialist's printing and mailing time from 1000 minutes every six months to 100 minutes every six months	Saved 900 minutes of staff time	Final

V. Contact information:

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