

Customer Satisfaction Annual Report

Executive Summary



The Department of Early Learning and Care's (DELIC) mission is to foster coordinated, culturally appropriate, and family-centered services that recognize and respect the needs of all children, families, and early learning and care professionals. The Customer Service KPM Report is a part of making our agency's mission possible. The findings from this report will help DELIC to serve Oregonians well.

Customer Service Survey

DELIC's Customer Service Survey was created to meet requirements as a state agency. It also includes the ideas and priorities of DELIC staff.

The Department of Administrative Services (DAS) requires all Oregon state agencies to include six topics in their Customer Service Surveys:

- timeliness,
- accuracy,
- helpfulness,
- availability of information, and
- overall service.

Other customer service topics were added to the survey by DELIC staff:

- accessibility,
- communication,
- inviting in,
- conveying courtesy and respect,
- responsiveness, and
- follow-through.

DELIC set a target of 75% of customers rating their satisfaction with DELIC customer service as "good" or "excellent" for the topics required by DAS. Our 2024 results indicate that 70% of customers rated their satisfaction with overall quality of service as good or excellent.

From August 1 to August 30, 2024, the Customer Service Survey was shared with four of DELIC's customer bases:

- direct care providers,
- Tribal organizations,
- contracted external partners, and
- regional service providers.

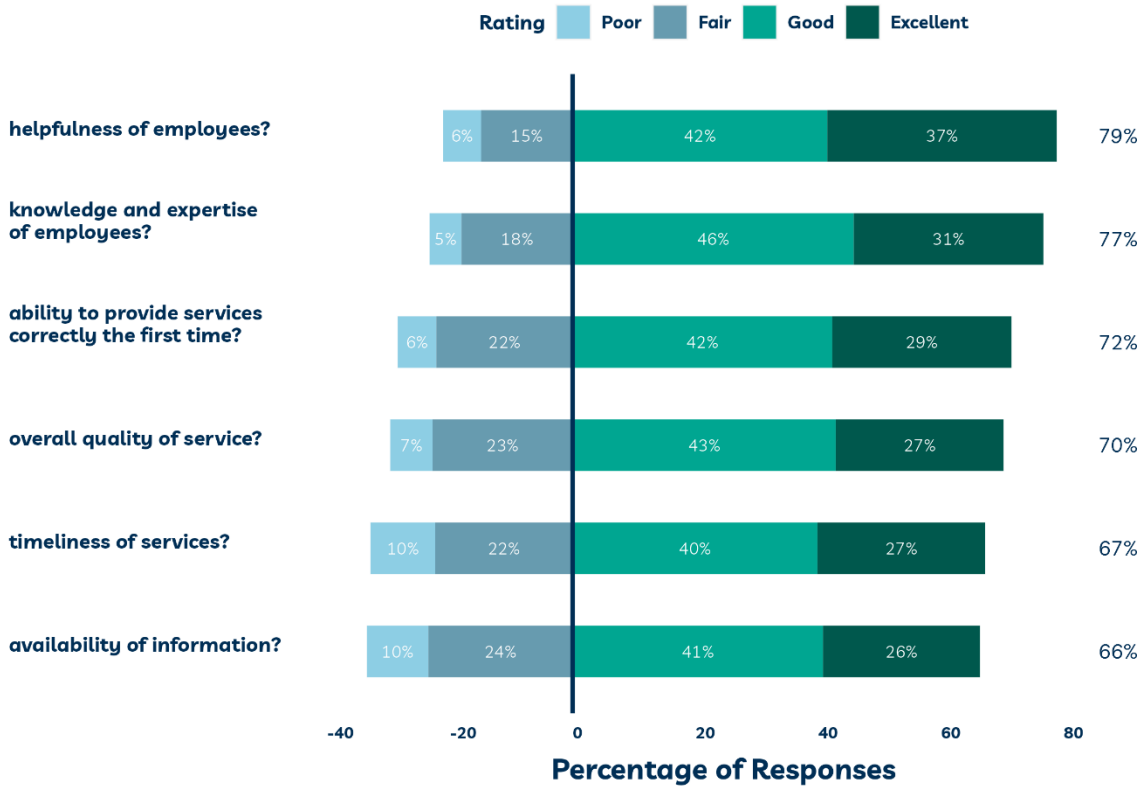
The survey was available in English, Spanish, Vietnamese, Russian, Simplified Chinese, Arabic, and Somali. 384 people responded to the survey. 296 respondents said that they contacted DELIC in the last year. The results of the survey are based on those 296 responses.

Participants were asked about their relationship with DELIC. They could select all the customer groups that applied to them. In total, 199 respondents (67%) selected direct care providers, 128 (43%) chose regional service partners, 26 (9%) were contracted external partners, and 6 (2%) chose Tribal organizations. 55% of respondents participated in Employment Related Day Care (ERDC) and 31% participated in Preschool Promise (PSP). 55.4% of respondents identified as working in urban communities, 43% rural, 9% statewide, 6% remote, and 3% Tribal.

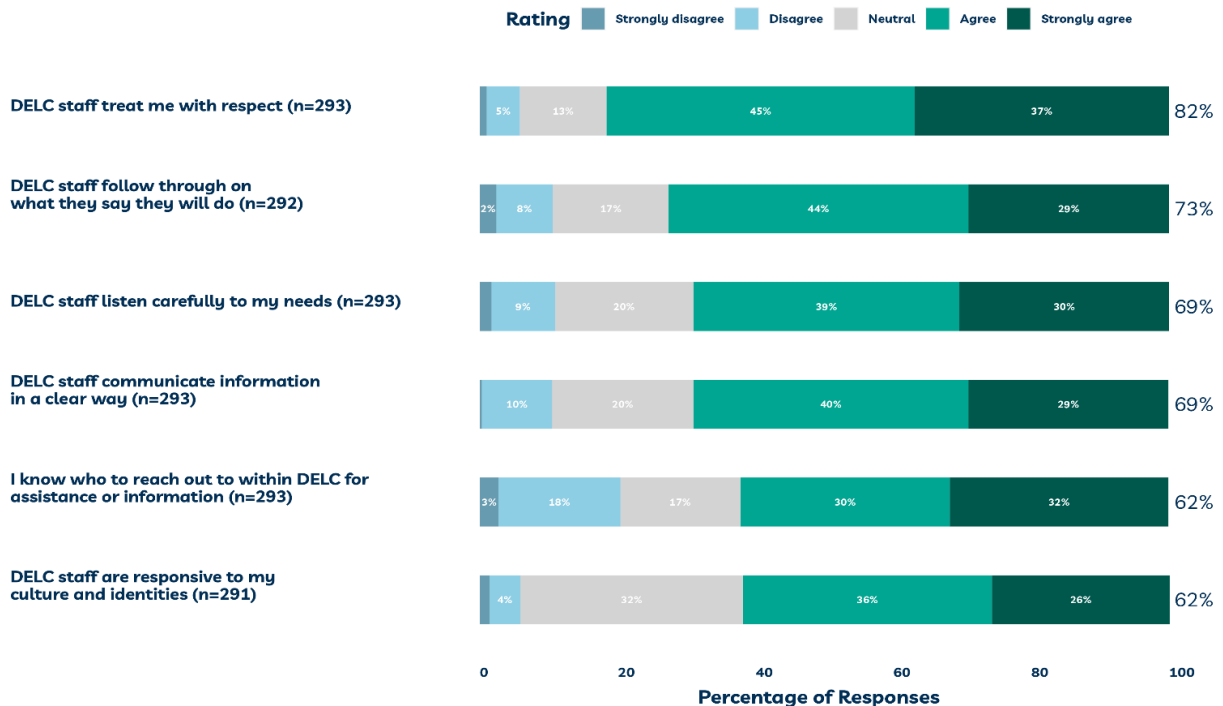
Results

Customer Service Areas

DAS Required Questions (Entire Sample)



Supplemental Questions (Entire Sample)



The survey included two open-ended questions: "What has gone well?" and "What can DELC do better?". *Timeliness* was mentioned the most by participants in response to both open-ended questions. After *timeliness*, responses to the question "What has gone well?" mostly mentioned *helpfulness* and *responsiveness*. After *timeliness*, responses to the question "What can DELC do better?" mostly mentioned *communication* and *availability of information*.

Accessibility

Accessibility means that information, interactions, and services are easy to approach, reach, or use. 91% of respondents shared that DELC meets their accessibility needs. Those whose accessibility needs were not met shared that they needed "materials in an accessible format" and "information in simplified, plain language."

Takeaways

- DELC's customer service strengths include *helpfulness, knowledge and expertise, and courtesy and respect*.
- Customers identified opportunities for DELC to improve its customer service. These include *availability of information, timeliness, listening to needs, clear communication, knowing who to reach out to, and being culturally responsive*.
- The survey suggests that customer service experiences are different across customer groups. Please read the [full report](#) to learn more.

Recommendations and Next Steps

DELC is committed to providing quality customer service. The key takeaways from DELC's Customer Service Survey relate to DELC's strategic plan [Growing Oregon Together \(GOT\)](#) and DELC's [Diversity, Equity, and Inclusion \(DEI\) Action Plan](#). Recommendations from the Customer Service Survey include continuing the work described in these plans.

Related goals include GOT's goal to "develop and improve operational foundations to efficiently serve Oregonians" and the DEI Action Plan goal to "improve quality and access to services and programs while tracking measurable goals." Achieving these goals includes:

- defining, publishing, and maintaining formal policies, processes, procedures, and service catalogs,
- upholding commitments through consistent and transparent policies and on-time payments for grants and contracts,
- establishing and implementing training for inclusive customer service, and
- building, maintaining, and monitoring a strategic set of performance metrics to enhance operational excellence.

Another related goal is the DEI Action Plan goal to "strengthen relationships internally at DELC and externally with all communities". Achieving this goal includes:

- developing tools for consistent, timely, and relevant information sharing and
- increasing accessibility of communications by considering reading level and expanding availability in multiple languages.

To respond to the survey findings, it is recommended that DELC staff form internal work groups. These groups can identify ways to improve customer service based on the survey results. Work groups should:

- be supported by a member of the Research, Analysis, and Data (RAD) Office to understand how the results from this survey relate to their business area, and
- reflect on the survey findings, develop solutions, and implement targeted action plans.

DELC's business teams that provide the most direct support to customers will be prioritized and supported by the RAD Office in forming customer service goals.

You may view the [full report](#) to learn more about the results of the Customer Service Survey.

Acknowledgements

Thank you to the respondents to DELC's inaugural Customer Service Survey for providing DELC with your valuable opinions and feedback. We are grateful for your partnership.