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SUBJECT: Progress Board Customer Satisfaction

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Since 2000, the Oregon Economic and Community Development Department has included, at no charge, Progress Board customers in its biennial customer satisfaction survey. The soon-to-be-released results of the 2002 survey show the Progress Board was rated well for both customer expectation and quality of service delivered.

The survey was conducted by calling a randomly chosen sub-set of Progress Board customers. For the 2002 survey 68 individuals were interviewed. Because of an extremely small sample size (16), the estimates derived from the 2000 survey are of little use, unfortunately, and are not good comparators.

The survey examined customers' perceptions of both the Progress Board's importance and the quality of delivery for different customer service attributes on a five-point value scale. Five is "extremely important" and one is "not at all important" for importance and five is "excellent" and one is "poor" for customer service performance.

Key findings include:

- o The "accuracy of information received" from the Progress Board received a 4.7 for importance and a 4.2 for customer service performance.
- o Those customers who "received the services requested" from the Progress Board rated the "received services" a 4.5 for importance and a 4.3 for customer service performance.
- o Customers also considered the "timeliness of response" as important, giving it a 4.4 rating. Customers thought that the Progress Board gave prompt responses to their requests by giving the Progress Board a 4.2 rating for "timeliness of response."
- o Customers viewed the "overall quality of assistance" that the Progress Board provides as quite important giving it a 4.4 importance rating. They also viewed the "overall quality of assistance" as high giving it a 4.1 customer service performance rating.

Both perceived importance of Progress Board services and the quality of delivery of those services could be considered good, generally. The Board's lowest rating was a 4.1 for overall quality of assistance. This is the same overall rating as that received by the Oregon Economic and Community Development (OECDD). This perceived quality of service is perhaps lower than the Progress Board staff would expect.

Seventy-four percent of the respondents viewed the Progress Board services as valuable or extremely valuable compared to eighty-one percent valuable/extremely valuable for OECDD respondents.

Based upon the 2002 Customer Satisfaction Survey, both customers' perceived importance of Progress Board services and perceived quality of service delivery by staff is good, but room for improvement remains.