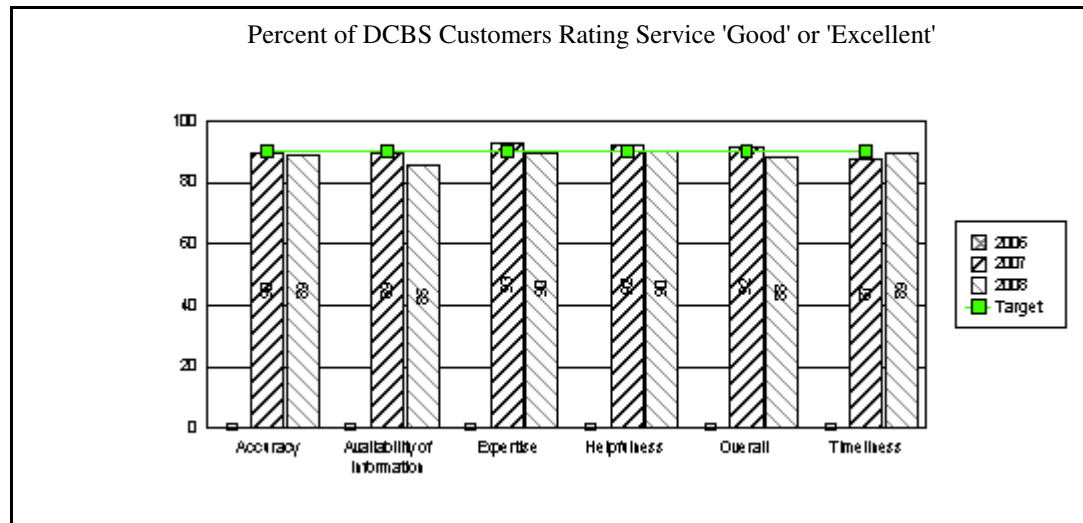


<b>KPM #5</b>	CUSTOMER SERVICE – Percent of customers rating their satisfaction with the agency’s customer service as “good” or “excellent”: overall customer service, timeliness, accuracy, helpfulness, expertise, and availability of information.	2007
<b>Goal</b>	DCBS Goal #3: Be accountable to the public we serve, with excellent service to our customers.	
<b>Oregon Context</b>	DCBS Mission: To protect and serve Oregon's consumers and workers while supporting a positive business climate in the state.	
<b>Data Source</b>	Customer service survey results are maintained in the DCBS Internet Survey Tool and various spreadsheets at the division level.	
<b>Owner</b>	Greg Malkasian, DCBS Deputy Director, (503) 947-7872	



**1. OUR STRATEGY**

Provide excellent service in every customer interaction by making customer service a strategic initiative and investing in staff training.

**2. ABOUT THE TARGETS**

DCBS set very aggressive targets of 90 percent for all categories because excellent customer service is a high priority.

### 3. HOW WE ARE DOING

The department's overall rating of 91.6 percent in 2007 and of 88.4 percent in 2008 is a strong performance, especially since many of our customers are entities we regulate, audit, or inspect. Our timeliness rating has improved 2 percentage points since 2007 and is now within 1 percentage point of our target. Our helpfulness and expertise ratings remain on target, which reflects our focus on customer service. Customers' ratings of our overall service, accuracy, and availability of information have decreased slightly since 2007 and are currently below target levels. We will focus on these areas during 2009 to ensure we continue to provide excellent customer service to our customers.

### 4. HOW WE COMPARE

Comparable data from other states is not available at this time. DCBS compares favorably with other state regulatory agencies. In 2007 the Oregon Health Licensing Agency reported that 81 percent of its customers rated the agency's overall service as "Excellent" or "Good." Similarly, in 2006 (the most current data available), the Department of Environmental Quality reported that 87 percent of its customers rated the department's overall service as "Excellent" or "Good."

### 5. FACTORS AFFECTING RESULTS

Many of the customers we survey are entities that we regulate, which can affect our results. However, even though we have a regulatory relationship with many of our customers, we have continued to perform well on this measure. The department's focus on customer service as a key goal has helped create a culture that values excellent customer service.

### 6. WHAT NEEDS TO BE DONE

In 2009, we will continue our focus on serving our customers. To improve our already high levels of service, we will continue to train employees in customer service - all new DCBS employees attend a customer service workshop that helps them develop the attitude and skills needed to provide our customers with excellent service.

### 7. ABOUT THE DATA

DCBS uses an assortment of surveys to collect this data. Each of the department's major divisions is responsible for surveying customers and collecting data independently and then reporting it as part of this overall measure. Surveys ask customers to rate DCBS' performance as "Excellent," "Good," "Fair," or "Poor" in 6 key areas: Timeliness, Accuracy, Helpfulness, Expertise, Availability of Information, and Overall Service. For 2008,

seven of the agency's divisions and several of their sub-units provided data for the measure, based on surveys of their customers. Participating divisions were Oregon OSHA (surveys to 2 customer groups), Insurance (surveys to 3 customer groups), Workers' Compensation Division (surveys to 2 customer groups), Building Codes Division (surveys to 6 customer groups), Oregon Medical Insurance Pool (surveys to 1 customer group), Senior Health Insurance Benefits Assistance Program (surveys to 1 customer group), and the Division of Finance and Corporate Securities (surveys to 4 customer groups). The SHIBA and OMIP surveys are new in 2008; the remaining surveys were also conducted in 2007 with the exception of the Building Codes Division survey, which is conducted in even years. Data from each division is combined to give an agency-wide value using each division's full-time employees as a weight to reflect the division's relative level of service to Oregonians and the customers being served. Data for individual divisions is available on request. Survey data is collected annually or quarterly and is reported for the Oregon fiscal year (July 1 – June 30). Note, the 0s shown for 2006 are placeholders added by the automated annual report system and do not represent actual results. This measure was first reported in 2007.

Note: The 2007 customer satisfaction results have been updated since we submitted the 2007 annual report. In the 2007 report, one survey was inadvertently omitted due to a database change. Further, since the Building Codes Division only conducts surveys in even years, its results from 2006 are now included in 2007, representing its service levels for both years. Adding these results ensures the overall results are consistent from year to year since they are now based on the same customer groups. Additionally, we have changed our weighting methodology to increase consistency and more accurately represent our customer base. Originally, each survey's results were weighted by the number of survey responses; however, because each division conducts a different number of surveys and receives a different number of responses, we found that this method did not meaningfully represent the level of effort within each program area and could fluctuate significantly from year to year. Thus, we have updated the weighting methodology to use each division's number of full-time employees as weights as described above. These modifications resulted in relatively minor overall changes; the results shown in the 2007 report were as follows: Overall – 94.2%, Timeliness – 90.7%, Accuracy – 93.8%, Expertise – 93.9%, Helpfulness – 94.8%, and Availability of Information – 93.8%.