

	<b>ISO 9001-2008 PROCEDURE</b>	<b>PROCESS OWNER</b> Managing Director		
<b>PROCEDURE TITLE:</b>	DOCUMENT NUMBER: ISO_8-21	REVISION LEVEL: Final Draft	REVISION DATE: 01/06/09	Approval: Managing Director
Customer Satisfaction				

**Purpose/Scope:**

This procedure defines the methods that will be employed to assess customer satisfaction to determine that our services are meeting the expectations of our customers. This procedure pertains to all of our common customer service areas to determine satisfaction levels with the quality of our services and prioritizing improvements that are most important to our constituents.

**Definitions:**

Customer Expectations: on a scale of 1-5 with 1 meaning we failed expectations in the customers "opinion", 3 meaning we met expectations in the customers "opinion", and 5 meaning we exceeded expectations in the customers "opinion".

Customer Satisfaction: on a scale of 1-5 with 5 meaning the customer is very satisfied with the service provided.

Importance: on a scale of 1-5 with 5 meaning very important as to the attributes of the service.

**Responsibility:**

The Managing Director is responsible for establishing timely surveys to assure that appropriate customer satisfaction data is captured and analyzed to assess the quality of our services. The Department Directors are responsible for assessing customer satisfaction for the common areas in which customer interaction occurs in their assigned areas of responsibility. The Department Directors are also responsible for analyzing survey results and proposing improvements in service methods to address problem areas.

**ISO 9001:2008 Reference:** 8.2.1 - Customer Satisfaction

**Procedure:**

1.0 Methods for capturing customer satisfaction data and indicators include:

- Customer Complaints (Precision Service Request Module)
- Feedback from customers (township / public information meetings)
- Periodic surveys (phone, on-line, mail)

2.0 WCRC conducts customer surveys as needed to determine satisfaction in the following areas:

- Service Request Response Time (call-ins through Precision Service Request module)
- Project Public Involvement Effectiveness (identify stakeholders, timely engagement)

- Maintenance Services (i.e., snow removal, dust control, signs and signals, follow-up on formal requests)
- 3.0 Service Request Response Time surveys will be conducted each year based on a random sampling of all recorded Service Requests. The frequency of project surveys will be sufficient to capture ample data in order to fully realize our satisfaction level. To facilitate continuous improvements for future projects, the nature of surveys may vary due to a variety of projects. Maintenance Services will be assessed seasonally; the method utilized will be determined according to the specific service being quantified.
- 4.0 The Department Director shall follow up promptly in the event that significant negative feedback is received in order to determine if immediate corrective action is required. If corrective action is necessary, these customers are re-surveyed at such time the problem is considered closed to ensure corrective action is effective.
- 5.0 Validity and objectivity of the survey data are ensured through the following methods:
- Use of a standard questionnaire and rating system
  - Randomly conducted follow up surveys
  - Comparisons of customer surveys to other customer satisfaction and/or dissatisfaction indicators such as complaints.
- 6.0 Surveys may also be conducted on an informal basis during township or public information meetings with attendees. Informal customer surveys shall be conducted using an established survey methodology to assure that valid results are obtained.
- 7.0 Customer satisfaction data trends will be maintained in scorecard results. If results fall below established acceptable levels, Departmental Directors will determine appropriate corrective action and improvement plans.
- 8.0 Records of Customer satisfaction, including statistical information will be subject to review and assessment at each management review. Records including returned questionnaires, statistical collations of data and management review will be held on file for a minimum of three years.