

# QUALITY IMPROVEMENT STORYBOARD



<b>Division/ Program:</b>	Environmental Health – Planning & Operations Program
<b>Project Title:</b>	Increasing the Number of Customer Satisfaction Survey Responses
<b>Project Timeline:</b>	April-July 2018
<b>QI Specialist(s):</b>	Arvinder Khokhar

## 1. Getting Started

A DPH Customer Satisfaction Workgroup, with members from across the Department, was convened to focus on how customer feedback is collected. After the DPH Customer Satisfaction Workgroup developed several survey templates, individual programs pilot-tested the surveys among different customer groups.

## 2. Assemble the Team

The Division of Environmental Health (EH) convened its own subcommittee to conduct customer satisfaction surveys among EH customers. The team includes:

- EH Quality Improvement Specialists (Arvinder Khokhar, EHS III, and Beatrice LeDuff, EHSS)
- EH staff from Customer Service Committee of the Division (Thelma Rodriguez, EHS III)
- EH staff from Quality Assurance (Kathie Cullen, EHS III, Pik Ling Wong, EHS III) and
- Joe Jennings, IC - Greeter

## 3. Define the Problem/ AIM Statement

AIM: Implement a systematic process for assessing customer satisfaction with public health services

## 4. Examine the Current Approach

During the pilot-test phase (1-week period), no surveys were completed. Potential reasons include:

1. The survey box was not easily visible (e.g., box was behind other items at the counter).
2. The surveys were only in English.

## 5. Identify Potential Solutions

The QI tool used in identifying potential solutions was “brainstorming”.

- Place survey boxes in more prominent locations
- Invite customers to complete a survey by assigned staff as a Greeter.
- Provide surveys in English and in Spanish

## 6. PLAN

The EH survey team developed a plan to test some of their potential solutions identified in Pilot-Phase.

## 7. DO

PDSA Cycle 1:

1. Changed the location of the survey boxes – placed them in more prominent locations
2. Staff verbally invited customers to complete a survey

PDSA Cycle 2:

3. Administered surveys in English and Spanish
4. Developed a script for staff assigned as a Greeter when inviting customers to complete a survey

## 8. STUDY

- **5 surveys were collected in one day** after changing the location of the survey boxes and inviting the customers to complete the surveys.
- **18 surveys were collected in a 2-week period** after offering English and Spanish surveys and providing a script for staff.
- **51 surveys were collected** during the entire survey period (July 2-31, 2018) when 4 staff members assigned as “Greeters” were inviting customers to complete the surveys.

## 9. ACT

EH will adopt the new strategies to increase the number of surveys completed among customers.

## 10. Next Steps

EH will continue to survey its customers at least annually and will monitor its response rates during the survey period.