



Governor's Sterling Award & Sustained Best Practice



Title of Best Practice: *Using Real Time Data to Build Customer Loyalty*

Description of Best Practice: As a customer service driven organization, innovation in the way we capture client feedback is paramount! Historically, SJCHD deployed customer surveys only periodically. This process limited us to a “snapshot-in-time” view of our customer satisfaction and engagement. Although our survey process was segmented by service and service center, and provided data to target those areas with the greatest opportunities for improvement, (OFIs), we were consistently behind the curve with regard to our customer climate analysis. Although valuable, periodic customer surveys fell short of the true goal, *USING REAL TIME CUSTOMER SURVEY DATA TO BUILD CUSTOMER LOYALTY!!*

Our colleagues at the St. Lucie Health Department had developed a real time touch-screen survey, and we were able to build upon their infrastructure to develop our own touch-screen customer survey process. This process became integrated into our service center flow, and we have optimized customer participation. We have strategically placed a customer survey touch-screen at the end of each service center’s flow process. This allows the customers to have face-to-face interaction with a public health professional, who encourages them to complete a survey, which is about a 30 - 45 second process.

Access and analysis of this data is accomplished instantly through the strategic placement of 32 inch LCD screens, which are readily visible by staff members in each area (but not the public). The screen is split with the top portion displaying current customer satisfaction climate, and the bottom portion providing aggregate data, year-to-date. Each bar represents a survey question in both views. Displaying these results in real time has created a climate where the Service Center Team takes ownership of the customer experience, while ensuring immediate resolution of any issues encountered during the customer’s visit.

Additionally, we have a 32 inch LCD screen in the Administrative area, which provides results for the entire Agency in scrolling time fashion. Administration oversees the customer service climate, and interacts with service center personnel immediately, if a “dip” in customer engagement is noticed in any given service center. Our Public Health Mobile Center (PHMC), is equipped with broadband and internet capability, and also has real time touch-screen survey capacity which displays results in the Administrative area.

In addition to the touch-screens, customer comment cards and collection boxes are collocated next to each touch-screen and in other areas, in an effort to allow personalized customer



feedback in written form. We collect feedback daily, and respond to those who wish to be contacted, within one business day.

This real-time data provides us with the information we need to be responsive and agile in order to meet and exceed our customer’s expectations. It makes for a better overall customer experience, and builds loyalty.

Results: St. Johns County Health Department’s overall customer satisfaction, segmented by service center is shown below:

Overall Customer Satisfaction						
Segmented by Service Center						
	'07	'08	'09	'10	'11	Best Florida Peer
Immunizations	72%	91%	98%	99%	98%	100%
STDs	87%	94%	95%	95%	97%	96%
Dental	82%	97%	90%	92%	99%	100%
WIC	100%	97%	97%	95%	99%	97%
Pediatrics	67%	94%	95%	94%	97%	97%

Application: This touch-screen technology may be employed in any setting through utilization of the Smartphone, Handheld Computer or Touch-Screen Personal Computer (PC), mobile and/or stationary.

