

Customer Service & Survey

Customer relations, Satisfaction,
Process/System Improvements

April 1, 2024



Customer Service

- Customer, Partner, 3rd Party
- Steward mentality, always helping
- Civility, promptness, accuracy- all directions
- Address the issue type- process, project, inspection, enforcement, planning & zoning, people
- Time to investigate when concerns
- Active Listening to meet the need, root issue
- Transparency
- Survey work, 2-way survey
- Continual improvements people, process- training (customer & city employees)
- Taking care of ourselves- rudeness, take 20, Simple Kaizen changes
- Development Services (& Solutions) Manager

Customer & Partner Service By Division

Planning & Zoning- Understand the issue- what can be done?
Recurring? Options, Process, persons, change if regulation examined.

Permitting- Listen. Research. Help. Chain of command.

Inspections- Type of issue- code compliance,
inspector/homeowner/builder/trade? Examine issue, discuss options- if
any, Educate & Information

Customer & Partner Service By Division

Code Enforcement- Sort the complaint/issue. Citizen on citizen, officer initiated, another department. Listen to understand. Gather information and evidence, document all, a lot of education of what is/isn't an ordinance violation. Track all.

Administrative- Sort information for review

Office Support- Listen, get details, resolve when possible, get to SME, daily follow up

Development Center Manager- ID issue, ID need, Rephrase need, work to resolve. Process improvements within and for development partners

Assistant Director & Director- gather information, ensure lowest level involvement, what is the real issue, can we help, tracking. Pushing & Focus

Assistant City Manager & Manager- insights throughout, tracking, directives

Customer Service Survey

The City of Fayetteville Development Services Department initiated a customer satisfaction survey in July of 2018. The purpose of the information gathered from our survey is to understand our customer's concerns and constantly improve services to the community. The customer feedback targets issues while increasing revenue and beauty within the City of Fayetteville.

The information used to compile the data was gathered from several different sources within our department. Our permit technicians, zoning administrators, and Sr. Admin's gathered information from our walk-in customers, giving our department and opportunity to interact with citizens on a more personal level.

Customer Service Survey

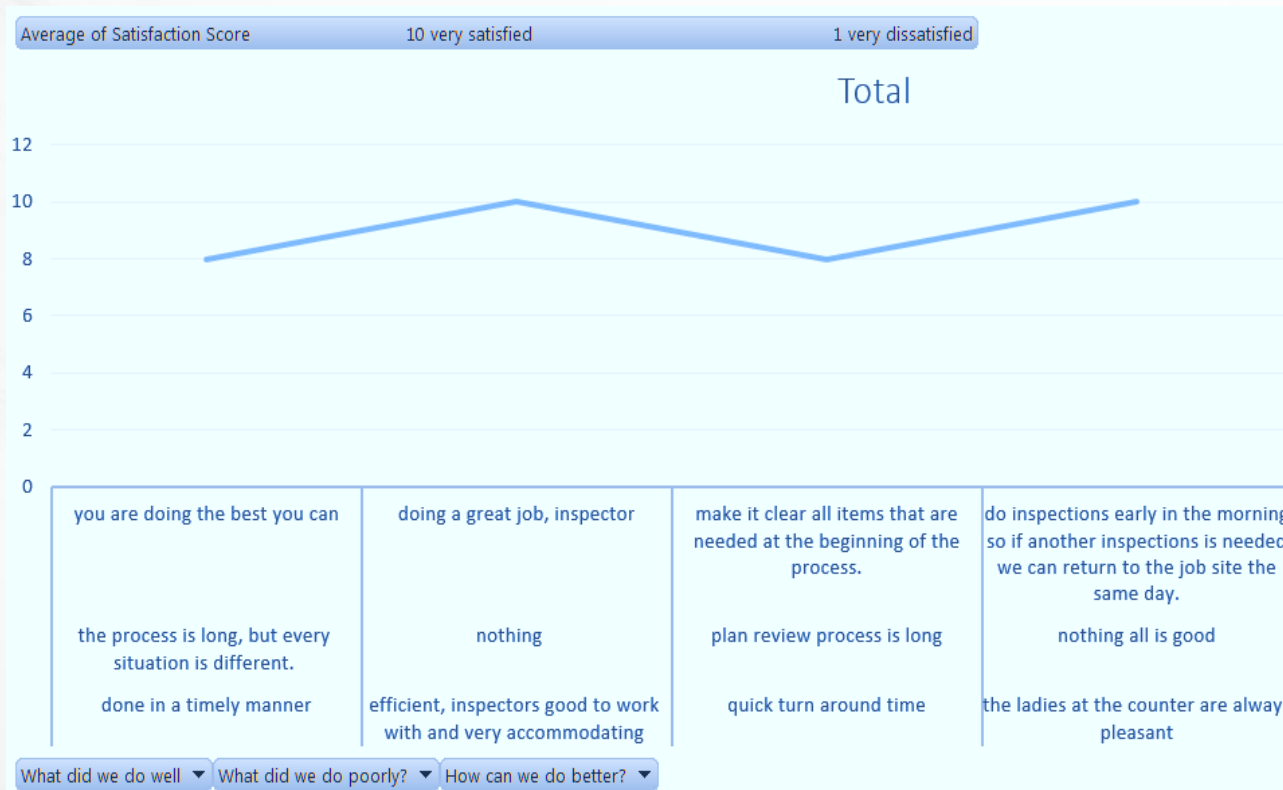
The existing paper survey was launched online April 2023 through Survey Monkey

Digital access to the customer survey enabled a quick response time and feedback to the experience

Current data insights reveal a 100% completion rate and the typical time spent for completion of 1m:7s.

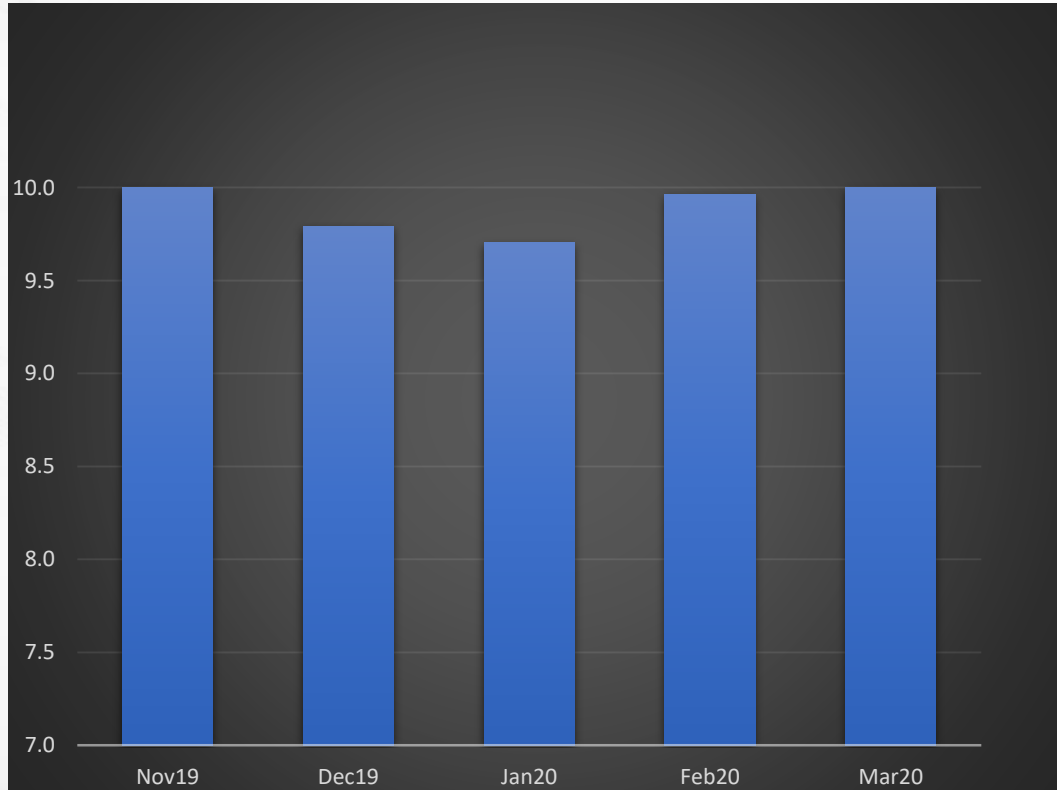
Responses by hour indicate a spike in time of submission of 0900 am

2018-2019 Data



199 Total Responses
9.7 Average

2019-2020 Data



145 Total Responses
9.7 Average

hard to
improve the
best

Customer
service is
pleasant

Continue your
dynamic
service
throughout
the year.

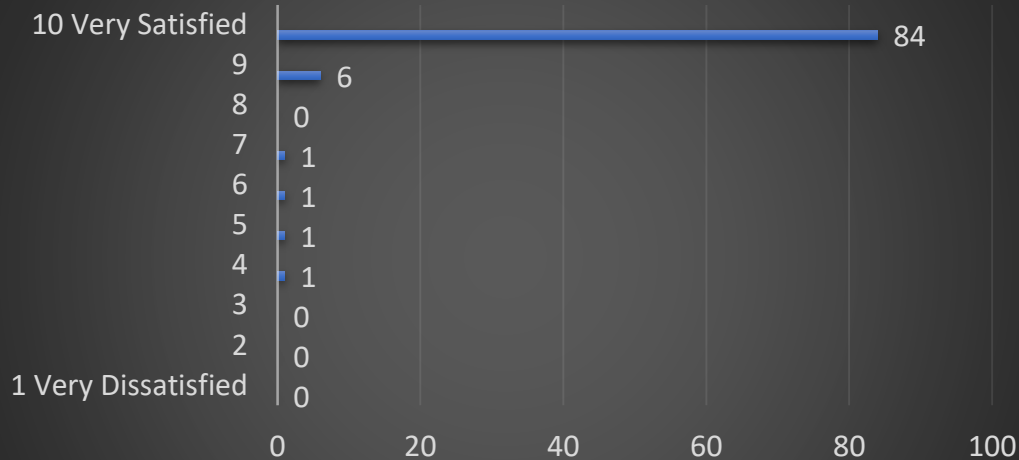
Mr Jeff Wade was
about to go to lunch
and waited so that I
could get my permit
signed.

reduce permit fees

I don't see how
you could possibly
do any better.

2021-2022 Data

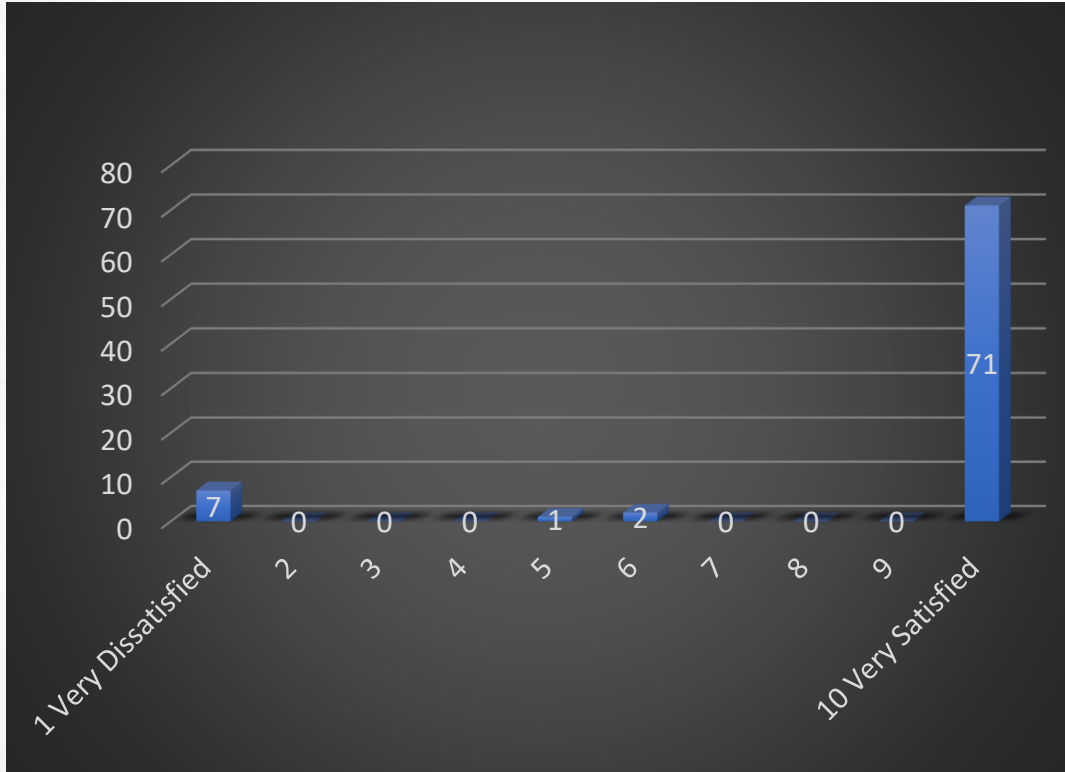
Chart Title



94 Total Responses
9.7 Average

can't beat perfection	Provide a place to sit while filling paper work	take the time, so people won't feel rushed.
parking, the machine would not take credit card. Machine doesn't give change. I didn't have a dollar bill, only \$5.00 bill, so the City or contracted company stole \$4 from your tax paying resident	Provide more help over the phone	Hire more people to relieve the stress.

2023-2024 Data



110 Total Responses
9.1 Average

This lady is an angel sent to help people like me.

Current conditions are pretty solid

Keep doing what you do and keep good people like Jeffrey Wade on board.

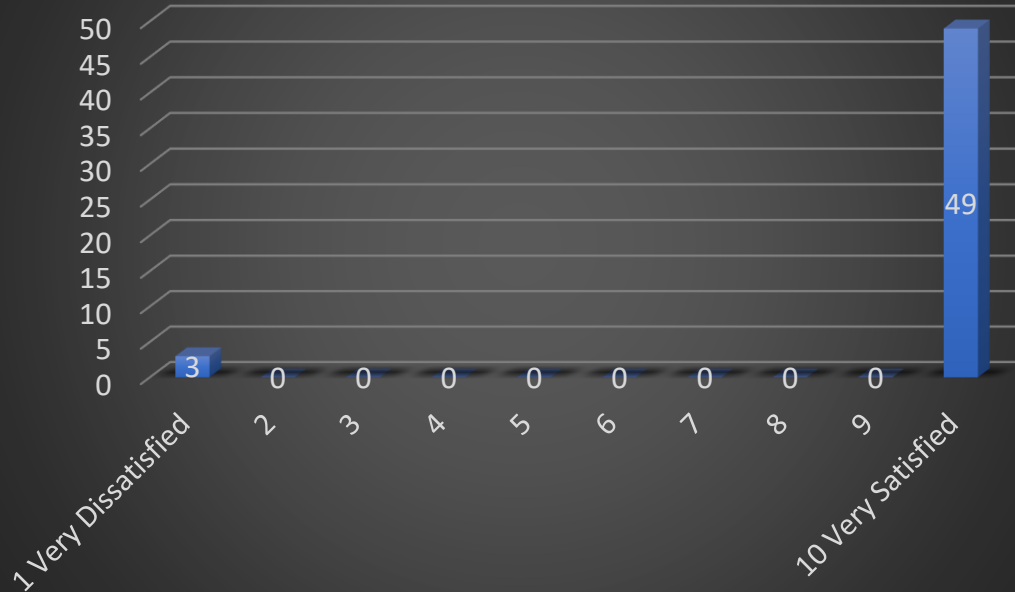
Greeted very well by security guard in entrance area. He was professional & courteous. Yard sale permit clerk was friendly.

The acoustics at the pay window need to be addressed.

Yard sale permit. Heather Powell was great!

2024 Data

July 2023-April 2024



52 Total Responses
9.5 Average

Pleasant and kind	Greeted politely, helped with directions 😊	Nice and kind, great customer service
I left a voice for a question never got a call back	Waited in front of window while employees walked by me	Respond to question in 24 hours

Where Are We Now

COMPLETION RATE

100%

TYPICAL TIME SPENT

1m:12s

Total Responses

110

9.5 Average Customer Rating



Final Inspection Success Survey

Created 10/6/2023

Included on CO/CC email for feedback

2 Minute typical time spent completing

15 Total responses

9.4★
average rating



Response Implementations (The Way Forward)

Update: 4/1/2024

Updating IDT Manual (User/Internal)

Supervisor Working Groups/Weekly Synch (Bi-Weekly)

Video Training Walkthroughs (13 OCT 11-12 Highland) **Training for 15 management level participants**

Wednesday Open Office Hours (18 OCT 0830 Bi-Monthly)

In person application assistance (Kiosk) **Two fully functioning Kiosks**

Monthly Customer Outreach (Phone Call Follow Up)

Training videos created for project success (Educating the public)



Active Survey Data Links

[FY 2018-2024 Survey Data](#)

[Final Inspection Success Survey](#)

[Customer Service Survey Responses](#)

