

Texas Commission on Fire Protection

2020 CUSTOMER SERVICE SURVEY

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Identification of Customers

For the purpose of the commission's 2020 Customer Service Survey, the following groups reflect customers served by strategies in the 2020-2021 General Appropriations Act (GAA).

Goal 1: Education & Assistance

Strategy A.1.1: Fire Safety Information & Educational Programs

CUSTOMER: Fire departments (chiefs, training officers and other officers, fire protection personnel), schools and universities, state agencies, industries, local governments, businesses, training academies, general public.

SERVICE PROVIDED: Acquire, develop, and maintain current and historical information on fire protection and provide training aids and fire protection information to fire departments and other entities. Collect and analyze injury data from fire departments and develop recommendations to help reduce the number of fire fighter injuries. Attend and make presentations at conferences hosted by state fire protection associations; staff exhibit booths at conferences; provide instruction on field examinations, and on commission rules and regulations.

Goal 2: Fire Department Standards

Strategy B.1.1: Certify and Regulate Fire Departments and Personnel

CUSTOMER: Fire departments and local governments.

SERVICE PROVIDED: Certify and regulate fire departments and fire service personnel according to standards adopted by the agency and as prescribed by statute. Regulate paid fire protection personnel, fire departments and training facilities. Perform biennial inspections of fire departments, local government agencies providing fire protection, and institutions or facilities conducting training for fire protection personnel or recruits. Establish minimum curriculum requirements for basic certification as fire protection personnel. Establish minimum requirements and evaluation of courses for higher levels certification by fire protection personnel. Enforce standards for protective clothing and self-contained breathing apparatus. Administer a voluntary certification and regulation program for qualified individuals not connected with local governments or volunteer fire departments. Administer a voluntary certification and regulation program for volunteer fire protection personnel, volunteer fire departments and their training facilities.

Survey Development

The TCFP developed a survey to measure statutorily required customer service quality elements. The agency conducted the 2020 survey online from January 6 through April 6, 2020.

To randomly select customers, the agency displayed a link to the survey on its public web pages as well as the “FIDO” login page so that it could be seen by any of our customers who were logging in to their TCFP account. The agency also published a link to the survey on its Facebook page.

The TCFP’s customer service survey categorized the service elements into four major groups, as follows:

Your primary role or position in the fire service

The survey asked customers to indicate what their primary role is and how many years they have worked in the fire service.

Your interactions with TCFP

The survey asked customers to describe how and why they contact us.

Service quality

The survey asked customers to rate their satisfaction with the agency on a variety of dimensions related to timeliness, knowledge, professionalism and courtesy, friendliness, and quality of service. Customers were able to rate interactions with our staff as they related to different agency functions (getting certified, taking a certification exam, having a compliance inspection, renewing certifications, applying for IFSAC seals, using the FIDO online system). They were also able to give us feedback about the general daily operations of our agency.

Additional comments

The survey asked customers for additional suggestions for improvement in both general terms and for specific agency functions.

Survey response analysis

Key findings - overall

1. The TCFP achieved an above average *Overall Customer Service Rating* of 80.2%. (See p. 44 for details on how this was calculated.)
2. The TCFP had 467 people take our survey during the 2020 period, which was nearly three times the number of responses as compared to the 2018 survey (162 Reponses).
3. The overall trend in satisfaction between the 2020 survey and the 2018 survey is significantly higher.
4. Even though the overall rating was higher in 2020 than in 2018, improvement is still needed in telephone communications and in the functionality of our website and online services.

Findings - specific areas

TCFP staff analyzed the responses several ways, including an examination of the raw scores and the percentages of satisfied and dissatisfied customers. The scores and a brief analysis of each question follow.

Each survey question that asks respondents to grade an aspect of our customer service was given a *rating*. The ratings were determined by assigning a point value to the answer selected using the points system detailed below, multiplying each point value by the number of respondents who chose each answer and then adding all of those results together. After calculating that total amount, we divided it by the “perfect score” of the question (i.e. if every respondent chose the most favorable response).

<u>Answer choice</u>	<u>Points</u>
Excellent	5
Above average	4
Average	3
Below average	2
Poor	1
Very easy	5
Easy	4
Neither easy nor difficult	3
Difficult	2
Very difficult	1

Strongly agree	5
Agree	4
Neutral/undecided	3
Disagree	2
Strongly disagree	1

Very satisfied	5
Satisfied	4
Neutral	3
Unsatisfied	2
Very unsatisfied	1

(For questions 17 – 21)	
Yes	5
No	1

Percentages of satisfied customers are determined by dividing the number of customers choosing an “average” score or higher (i.e. answer choice with 3 points or higher) by the *net total number of respondents* to each question. (The net total number of respondents is determined by taking the total number of respondents minus the number who selected an N/A response. For example, if 100 people answered the question, but 20 people chose the N/A response, the net total number of respondents would be 80.)

Overall Customer Service Rating

If each question (or part of a question) that asked customers to rate an aspect of our service quality is worth a total of five points, the total possible score for the whole survey is 205 points. By adding all of the ratings for each question (or parts of a question), the total score TCFP received was 164.4 points. By dividing TCFP’s total score of 164.4 by the total possible score of 205, **this results in an overall customer service rating of 80.2%.**

Customer Roles

(Q. 2)

We asked our customers to identify their primary role or position in the fire service. Nearly 60 percent indicated they were either chief officers or company officers, while only 17 percent were basic firefighters. This is indicative of the fire service roles that have the most day-to-day interaction with our agency.

Customer role	Response count	Percent of customers
Chief Officer	227	49.9%
Firefighter	77	16.9%
Company Officer	43	9.5%
Administrative personnel/staff	37	8.1%
Inspector	17	3.7%
Apparatus driver/operator	16	3.5%
Instructor	12	2.6%
Individual certificate holder	10	2.2%
Investigator	6	1.3%

(Q. 3)

We then asked customers how many years they have worked in the fire service. As you can see, the majority of respondents had more than 20 years of experience in the fire service.

Answer options	Response count	Percent of customers
0 – 5 years	57	12.6%
6 – 10 years	32	7.1%
11 – 15 years	54	12.0%
16 – 20 years	65	14.4%
21 or more years	244	54.0%

Customer Interactions with TCFP

Most of the agency's interactions with customers occur over the telephone, by e-mail, or online, so the location and accessibility of the agency's physical facilities are less relevant than measuring how customers interact with the agency. The agency uses the survey to gain a more accurate understanding of the relative importance of each of its communication channels.

(Q. 4)

We asked customers "Have you interacted with the TCFP in the past 12 months?" 84% of respondents answered "Yes" indicating that they had interacted with TCFP within the last year.

(Q. 5)

When we asked, "What was the purpose of your interaction(s) with TCFP?" respondents were allowed to select as many answers as applied to their situation, which is why the response count totals more than the total number of respondents to the survey (i.e., 467 respondents to the survey).

Answer choices	Response count	Percent of customers
Certification	260	81.5%
Compliance	179	56.1%
Testing	162	50.1%
Updating information	137	43.0%
Injury reporting	83	26.0%
Library resources	8	2.5%

(Q. 6)

We then asked, “How did you communicate with the agency? Please select all answers that apply.” Following are the answers that were selected.

Answer choices	Response count	Percent of customers
FIDO	223	69.9%
E-mail	195	61.1%
Telephone	189	59.3%
TCFP website	174	54.6%
In person (offsite) w/compliance officer	72	22.6%
In person @ TCFP, Austin office	27	8.5%
In person @ offsite event	25	7.8%
Mail	22	6.9%
Social media	9	2.8%
Fax	4	1.3%

Service Quality

A focus of this year’s survey was to gain a better understanding of the quality of the services we provide. The survey sought to measure our customers’ perceptions of our timeliness, knowledge, professionalism and courtesy, friendliness, and quality of service as a whole, but also as it related to several different agency functions (specifically: getting certified, taking a certification exam, having a compliance inspection, renewing certifications, applying for IFSAC seals, and using the FIDO online system).

The answer choice that received the highest number of responses (minus any N/A responses) has been highlighted.

General questions

(Q. 7)

“Please rate the quality of the customer service you experienced using the following methods of communication:”

Telephone

Answer choices	Response count	Percent of customers
Excellent	64	23.0%
Above average	42	15.1%

Average	56	20.1%
Below average	23	8.3%
Poor	38	13.7%
N/A	55	19.8%

(Rating = 3.3 out of 5, Percentage of satisfied customers = 72.6%)

Email

Answer choices	Response count	Percent of customers
Excellent	90	31.8%
Above average	49	17.3%
Average	73	25.8%
Below average	10	3.5%
Poor	12	4.2%
N/A	49	17.3%

(Rating = 3.8 out of 5, Percentage of satisfied customers = 90.6%)

Mail

Answer choices	Response count	Percent of customers
Excellent	16	7.1%
Above average	7	3.1%
Average	34	15.0%
Below average	4	1.8%
Poor	6	2.7%
N/A	159	70.4%

(Rating = 3.3 out of 5, Percentage of satisfied customers = 85.1%)

Fax

Answer choices	Response count	Percent of customers
Excellent	3	1.4%
Above average	6	2.8%
Average	8	3.8%
Below average	3	1.4%
Poor	3	1.4%
N/A	188	89.1%

(Rating = 3.1 out of 5, Percentage of satisfied customers = 73.9%)

Website

Answer choices	Response count	Percent of customers
Excellent	50	18.8%
Above average	63	23.7%
Average	72	27.1%
Below average	19	7.1%
Poor	18	6.8%
N/A	44	16.5%

(Rating = 3.5 out of 5, Percentage of satisfied customers = 83.3%)

FIDO

Answer choices	Response count	Percent of customers
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Excellent	72	24.7%
Above average	80	27.4%
Average	81	27.7%
Below average	17	5.8%
Poor	18	6.2%
N/A	24	8.2%

(Rating = 3.6 out of 5, Percentage of satisfied customers = 86.9%)

Social Media

Answer choices	Response count	Percent of customers
Excellent	13	6.0%
Above average	16	7.4%
Average	20	9.3%
Below average	2	0.9%
Poor	2	0.9%
N/A	163	75.5%

(Rating = 3.7 out of 5, Percentage of satisfied customers = 92.5%)

In person, TCFP Austin

Answer choices	Response count	Percent of customers
Excellent	17	7.8%
Above average	12	5.5%
Average	18	8.2%
Below average	5	2.3%
Poor	2	0.9%
N/A	165	75.3%

(Rating = 3.7 out of 5, Percentage of satisfied customers = 87.0%)

In person, offsite event

Answer choices	Response count	Percent of customers
Excellent	25	11.0%
Above average	17	7.5%
Average	12	5.3%
Below average	4	1.8%
Poor	0	0
N/A	170	74.6%

(Rating = 4.1 out of 5, Percentage of satisfied customers = 93.1%)

In person, w/compliance officer

Answer choices	Response count	Percent of customers
Excellent	71	29.6%
Above average	27	11.3%
Average	23	9.6%
Below average	3	1.3%
Poor	7	2.9%
N/A	109	45.4%

(Rating = 4.2 out of 5, Percentage of satisfied customers = 92.4%)

(Q. 10)

“For any interactions you had with TCFP staff in the last 12 months, please indicate your agreement or disagreement with the following statements. TCFP staff members...”

were knowledgeable.

Answer choices	Response count	Percent of customers
Strongly agree	116	37.9%
Agree	116	37.9%
Neutral/undecided	27	8.8%
Disagree	13	4.3%
Strongly disagree	12	3.9%
N/A	22	7.2%

(Rating = 4.1 out of 5, Percentage of satisfied customers = 91.2%)

directed me to the right person.

Answer choices	Response count	Percent of customers
Strongly agree	104	34.1%
Agree	102	33.4%
Neutral/undecided	31	10.2%
Disagree	14	4.6%
Strongly disagree	11	3.6%
N/A	43	14.1%

(Rating = 4.0 out of 5, Percentage of satisfied customers = 90.5%)

provided clear instructions.

Answer choices	Response count	Percent of customers
Strongly agree	96	31.6%
Agree	100	32.9%
Neutral/undecided	33	10.9%
Disagree	29	9.5%
Strongly disagree	19	6.3%
N/A	27	8.9%

(Rating = 3.8 out of 5, Percentage of satisfied customers = 82.7%)

handled my issue in a timely manner.

Answer choices	Response count	Percent of customers
Strongly agree	100	32.7%
Agree	105	34.3%
Neutral/undecided	35	11.4%
Disagree	17	5.6%
Strongly disagree	23	7.5%
N/A	26	8.5%

(Rating = 3.9 out of 5, Percentage of satisfied customers = 85.7%)

resolved my question or problem to my satisfaction.

Answer choices	Response count	Percent of customers
Strongly agree	101	33.2%
Agree	95	31.3%
Neutral/undecided	34	11.2%
Disagree	20	6.6%
Strongly disagree	21	6.9%
N/A	33	10.9%

(Rating = 3.9 out of 5, Percentage of satisfied customers = 84.9%)

were helpful.

Answer choices	Response count	Percent of customers
Strongly agree	112	37.3%
Agree	92	30.7%
Neutral/undecided	35	11.7%
Disagree	12	4.0%
Strongly disagree	26	8.7%
N/A	23	7.7%

(Rating = 3.9 out of 5, Percentage of satisfied customers = 86.3%)

were friendly.

Answer choices	Response count	Percent of customers
Strongly agree	116	38.4%
Agree	78	25.8%
Neutral/undecided	32	10.6%
Disagree	13	4.3%
Strongly disagree	40	13.3%
N/A	23	7.6%

(Rating = 3.8 out of 5, Percentage of satisfied customers = 81.0%)

were professional, respectful, and courteous.

Answer choices	Response count	Percent of customers
Strongly agree	120	39.5%
Agree	86	28.3%
Neutral/undecided	28	9.2%
Disagree	17	5.6%
Strongly disagree	31	10.2%
N/A	22	7.2%

(Rating = 3.9 out of 5, Percentage of satisfied customers = 83.0%)

Taking a Certification Exam

(Q. 11)

“Have you taken a TCFP certification exam in the past 12 months?”

Out of 320 respondents to this question, 121 answered “Yes.” Respondents who answered “No” skipped to question 14.

(Q. 12)

“Please rate the following aspects of your certification exam experience:”

Applying to test

Answer choices	Response count	Percent of customers
Excellent	55	45.8%
Above average	30	25.0%
Average	28	23.3%
Below average	5	4.2%
Poor	2	1.7%

(Rating = 4.1 out of 5, Percentage of satisfied customers = 94.2%)

Confirming your exam date

Answer choices	Response count	Percent of customers
Excellent	56	46.7%
Above average	32	26.7%
Average	27	22.5%
Below average	3	2.5%
Poor	2	1.7%

(Rating = 4.1 out of 5, Percentage of satisfied customers = 95.8%)

Exam room conditions (temp, noise...)

Answer choices	Response count	Percent of customers
Excellent	59	49.2%
Above average	33	27.5%
Average	27	22.5%
Below average	1	0.9%
Poor	0	0%

(Rating = 4.3 out of 5, Percentage of satisfied customers = 99.2%)

Clarity of exam instructions

Answer choices	Response count	Percent of customers
Excellent	62	51.7%
Above average	31	25.8%
Average	25	20.8%
Below average	2	1.7%
Poor	0	0%

(Rating = 4.3 out of 5, Percentage of satisfied customers = 98.3%)

Test proctor (i.e. the person who gave your exam)

Answer choices	Response count	Percent of customers
Excellent	70	58.8%
Above average	29	24.4%
Average	18	15.1%
Below average	1	0.8%
Poor	1	0.8%

(Rating = 4.4 out of 5, Percentage of satisfied customers = 98.3%)

Having a Compliance Inspection

(Q. 14)

“Did your department have a compliance inspection in the last 12 months?”

Out of 313 respondents to this question, 184 answered “Yes.” Respondents who answered “No” skipped to question 23.

(Q. 15)

“How did you participate in the compliance inspection?” We felt this was an important question to ask as the answer to it could significantly impact how respondents answered some of the subsequent compliance questions. If a respondent did not participate much in a fire department inspection, they wouldn’t be able to answer some of the following questions in this section.

Answer choices	Response count	Percent of customers
I did not participate in the inspection; I just know we had one.	60	32.4%
I observed parts of the inspection.	19	10.3%
My personal gear was inspected.	13	7.0%
I assisted the compliance officer(s) in some way.	93	50.3%

(Q. 16)

“Please rate the following aspects of your compliance inspection:”

Professionalism of compliance officer:

Answer choices	Response count	Percent of customers
Excellent	81	66.4%
Above average	22	18.0%
Average	12	9.8%
Below average	5	4.1%
Poor	2	1.6%

(Rating = 4.4 out of 5, Percentage of satisfied customers = 94.3%)

Helpfulness of compliance officer:

Answer choices	Response count	Percent of customers
Excellent	78	65.0%
Above average	22	18.3%
Average	13	10.8%
Below average	5	4.2%
Poor	2	1.7%

(Rating = 4.4 out of 5, Percentage of satisfied customers = 94.2%)

Compliance officer’s knowledge of standards, rules, and inspection process:

Answer choices	Response count	Percent of customers
Excellent	76	62.8%
Above average	24	19.8%
Average	14	11.6%

Below average	3	2.5%
Poor	4	3.3%

(Rating = 4.4 out of 5, Percentage of satisfied customers = 94.2%)

(Q. 17)

“Did the compliance officer’s inspection mirror the Compliance Inspection Guide?”

Answer choices	Response count	Percent of customers
Yes	96	78.1%
No	6	4.9%
I don’t know	21	17.1%

(Rating = 4.8 out of 5, Percentage of satisfied customers = 94.1%)

(Q. 18)

“Was the inspection organized and completed in a timely manner, during normal working hours?”

Answer choices	Response count	Percent of customers
Yes	114	91.9%
No	3	2.4%
I don’t know	7	5.7%

(Rating = 4.9 out of 5, Percentage of satisfied customers = 97.4%)

(Q. 19)

“When the compliance officer arrived at your department, did he notify the on-duty department head of his intention to conduct a departmental inspection?”

Answer choices	Response count	Percent of customers
Yes	108	87.1%
No	4	3.2%
I don’t know	12	9.7%

(Rating = 4.9 out of 5, Percentage of satisfied customers = 96.4%)

(Q. 20)

“Did the compliance officer explain the inspection process in a way that was easy to understand?”

Answer choices	Response count	Percent of customers
Yes	106	86.2%
No	4	3.3%
I don’t know	13	10.6%

(Rating = 4.9 out of 5, Percentage of satisfied customers = 96.4%)

(Q. 21)

“Do you feel the compliance officer was objective, fair, and non-biased?”

Answer choices	Response count	Percent of customers
Yes	110	90.2%
No	10	8.2%

(Rating = 4.7 out of 5, Percentage of satisfied customers = 91.7%)

Renewing Certifications

(Q. 23)

“Did you renew one or more certifications in the last 12 months?”

Out of 310 respondents to this question, 261 answered “Yes.” Respondents who answered “No” skipped to question 27.

(Q. 24)

“Which type of renewal did you do?”

Answer choices	Response count	Percent of customers
Individual renewal	57	22.2%
Department renewal	200	77.8%

(Q. 25)

“How easy or difficult was it for you to process your renewal?”

Answer choices	Response count	Percent of customers
Very easy	109	42.6%
Easy	95	37.1%
Neither easy nor difficult	42	16.4%
Difficult	7	2.7%
Very difficult	3	1.2%

(Rating = 4.2 out of 5, Percentage of satisfied customers = 96.1%)

Applying for IFSAC Seals

(Q. 27)

“Did you apply for one or more IFSAC seals in the past 12 months?”

Out of 304 respondents to this question, only 73 answered “Yes.” Respondents who answered “No” skipped to question 30.

(Q. 28)

“How easy or difficult was it to apply for IFSAC seals?”

Answer choices	Response count	Percent of customers
Very easy	46	63.9%
Easy	15	20.8%
Neither easy nor difficult	4	5.6%
Difficult	3	4.2%
Very difficult	4	5.6%

(Rating = 4.3 out of 5, Percentage of satisfied customers = 90.3%)

Using the FIDO Online System

(Q. 30)

“Did you use the FIDO system in the last 12 months?”

Out of 304 respondents, 292 answered “Yes.” Respondents who answered “No” skipped to question 33.

(Q. 31)

“How easy or difficult was it to use the FIDO system?”

Answer choices	Response count	Percent of customers
Very easy	79	27.1%
Easy	107	36.6%
Neutral - not easy but not difficult either	65	22.3%
Difficult	29	9.9%
Very difficult	12	4.1%

(Rating = 3.7 out of 5, Percentage of satisfied customers = 86.0%)

Required Questions

This section of the report presents the results of the required questions that all state of Texas agencies must ask on their customer service surveys. Because we published our survey in January of 2020, but the required questions were not published in the LBB’s *Instructions for Preparing and Submitting Agency Strategic Plans: Fiscal Years 2021 to 2025* until February 2020, the eight required questions were tacked onto the end of our survey after a number of survey responses had already been received. We publicized the fact that there were new questions on the survey and made it easy for customers who had already taken it to take it again and skip directly to the new required questions. Despite our efforts, only 79 respondents elected to answer the questions in this section of the survey.

(Q. 34)

“How satisfied are you with TCFP’s staff, including employee courtesy, friendliness, and knowledgeability, and whether staff members adequately identify themselves to customers by name, including the use of name plates or tags for accountability?”

Answer choices	Response count	Percent of customers
Very satisfied	23	29.1%
Satisfied	20	25.3%
Neutral	17	21.5%
Unsatisfied	5	6.3%
Very unsatisfied	5	6.3%
N/A – Not Applicable	9	11.4%

(Rating = 3.7 out of 5, Percentage of satisfied customers = 85.7%)

(Q. 35)

“How satisfied are you with TCFP’s communications, including toll-free telephone access, the average time you spend on hold, call transfers, access to a live person, letters, electronic mail, and any applicable text messaging or mobile applications?”

Answer choices	Response count	Percent of customers
Very satisfied	23	29.1%
Satisfied	26	32.9%
Neutral	12	15.2%
Unsatisfied	11	13.9%
Very unsatisfied	2	2.5%
N/A – Not Applicable	5	6.3%

(Rating = 3.8 out of 5, Percentage of satisfied customers = 82.4%)

(Q. 36)

“How satisfied are you with TCFP’s internet site, including the ease of use of the site, mobile access to the site, information on the location of the site and the agency, and information accessible through the site such as a listing of services and programs and whom to contact for further information or to complain?”

Answer choices	Response count	Percent of customers
Very satisfied	22	27.9%
Satisfied	31	39.2%
Neutral	9	11.4%
Unsatisfied	8	10.1%
Very unsatisfied	6	7.6%
N/A – Not Applicable	3	3.8%

(Rating = 3.7 out of 5, Percentage of satisfied customers = 81.6%)

(Q. 37)

“How satisfied are you with TCFP’s complaint handling process, including whether it is easy to file a complaint and whether responses are timely?”

Answer choices	Response count	Percent of customers
Very satisfied	13	16.5%
Satisfied	10	12.7%
Neutral	16	20.3%
Unsatisfied	5	6.3%
Very unsatisfied	4	5.1%
N/A – Not Applicable	31	39.2%

(Rating = 3.5 out of 5, Percentage of satisfied customers = 81.3%)

(Q. 38)

“How satisfied are you with TCFP’s ability to timely serve you, including the amount of time you wait for service in person?”

Answer choices	Response count	Percent of customers
Very satisfied	18	22.8%
Satisfied	23	29.1%
Neutral	15	19.0%

Unsatisfied	2	2.5%
Very unsatisfied	3	3.8%
N/A - Not Applicable	18	22.8%

(Rating = 3.8 out of 5, Percentage of satisfied customers = 91.8%)

(Q. 39)

“How satisfied are you with TCFP’s brochures or other printed information, including the accuracy of that information?”

Answer choices	Response count	Percent of customers
Very satisfied	10	12.7%
Satisfied	18	22.8%
Neutral	17	21.5%
Unsatisfied	2	2.5%
Very unsatisfied	2	2.5%
N/A - Not Applicable	30	38.0%

(Rating = 3.7 out of 5, Percentage of satisfied customers = 91.8%)

(Q. 40)

“Please rate your overall satisfaction with the Texas Commission on Fire Protection.”

Answer choices	Response count	Percent of customers
Very satisfied	23	29.1%
Satisfied	27	34.2%
Neutral	16	20.3%
Unsatisfied	7	8.9%
Very unsatisfied	4	5.1%
N/A - Not Applicable	2	2.5%

(Rating = 3.8 out of 5, Percentage of satisfied customers = 85.7%)

Analysis of the Findings

Changes that would improve the survey process

- Change the wording of the survey questions that ask for a rating so that consistent answer choices are used throughout the survey. This will help remove ambiguity in the analysis and scoring.
- Make sure the LBB's required questions from Appendix 8 of the *Preparing and Submitting Agency Strategic Plans* document are included for the entire time period the survey is open. This will not be an issue unless there are changes to the required questions and the changes are not shared with TCFP until after our 2022 survey has already been opened.
- Send a link to the survey with an email blast to all customers to make sure they are personally invited to take the survey. We hope this will increase the number of customers who take the survey.
- Keep the survey open for only two months instead of three. This will provide staff with more time to conduct the analysis and create the report. Since the majority of respondents take the survey near the start of the open period, we feel this will not result in a significant loss of respondents.

Summary findings regarding the quality of service provided

- Respondents want more emails from us.
- Customer service over the telephone needs to be improved.
- With our current practice of how we do the unannounced compliance inspections, fire departments don't have time to get the appropriate staffing arranged to cover department needs as well as assist us with the inspection.
- Our most highly rated service is that provided by our compliance division. Customers really appreciate their helpfulness and professionalism.
- The user experience with our FIDO system has improved since the 2018 survey, but some still find it difficult and/or confusing. There is room for improvement to make it more user friendly with better functionality.
- The new website is an improvement over the old one, but it can still be difficult to find information.
- Customers prefer the convenience and speed of online testing over paper-and-pencil testing.
- Customers are interested in having training from us on using the FIDO online system.

Improvements to be made in response to this assessment

- We plan to start offering live video streaming of commission & FFAC meetings.
- Customer service training will be provided to employees who interact with the public.
- The Testing division is going to add dialogue at the end of all online exams that explains to examinees very clearly that they have only 180 days to retest.
- We will continue our efforts to add more online testing centers in smaller communities. Success in these efforts depends on availability of existing testing centers, the center's ability to meet our requirements, and their interest in participating.

- We plan to make Firefighter I and Firefighter II certification exams available in the online format. We are currently working on updating our test question banks to make this move possible.
- Staff will create additional video tutorials to help customers learn more about the injury reporting application in the online FIDO system.
- The agency will purchase a software application that will enable us to send 10,000+ emails at once, then start sending out email blasts to different customer groups at regular intervals in an effort to keep all customers informed about agency updates, changes and news.
- Since Texas Administrative Code 435.19 requires this agency to conduct unannounced inspections of fire departments, legally we cannot give departments advanced notice of compliance inspections. But we understand the logistical difficulties this rule puts on departments in terms of proper staffing for the inspections. So, we will experiment with beginning each fire department inspection with an email notification rather than the current practice of having a compliance officer physically show up at a fire department unannounced to begin the inspection. The email will commence the inspection by requiring the department to immediately submit electronically the required Standard Operating Procedures (SOPs) for review by the compliance officer, which can be done remotely. The email will also contain detailed instructions about the forthcoming onsite inspection, including information about all the other types of records and department personnel that will need to be made available in the coming days for the physical inspection.
- IT staff will re-imagine the FIDO system's user interface to make it more user-friendly. Planned improvements include:
 - Changing the Training Prior Approval (TPA) application's layout into a grid format and employ a funnel system
 - Allowing global search in FIDO
 - Allowing users to bundle their application and payment in FIDO with a cart-based system.
 - Creating a mobile app that allows users to apply for IFSAC seals and certification, and view eligibilities for IFSAC and certification.

Performance Measure Information

Customer Service Performance Measures	FY 2020 Performance
Outcome: Percent of surveyed customer respondents expressing overall satisfaction with services received	63%*
Output: Total customers surveyed	12,400
Output: Response rate	3%
Output: Total customers served	33,816
Efficiency: Cost per customer surveyed	\$0.31
Explanatory: Total customers identified	50,619
Explanatory: Total customer groups inventoried	6

Customer service performance measure definitions

Outcome: Percentage of surveyed customer respondents expressing overall satisfaction with services received = 63%

Definition: The total number of agency survey respondents indicating that they are satisfied or very satisfied with the agency, divided by the total number of agency survey respondents. This measure is based solely on responses to question 8 of *Appendix 8: Customer Service Survey* (aka question 40 of TCFP’s 2020 customer service survey). Of the 79 respondents who answered this question, 50 indicated that they were satisfied or very satisfied with the agency. This results in 63.3% of respondents expressing overall satisfaction with services received.

***Data limitations:** This question (along with the other required questions from the LBB’s instructions) wasn’t added to the survey until February of 2020 when the document was published by the LBB. This resulted in many of the previous respondents skipping this question, despite TCFP’s good faith efforts to inform our customers that additional questions had been added to the survey and inviting those who’d already taken the survey to weigh in on the new questions as well. As a result, we feel this performance measure isn’t as accurate as the *Overall Customer Service Rating* (described in detail on pages 5-6) since this performance measure only measures the responses to one question (question 40, which only had 79 responses). The *Overall Customer Service Rating* considers customer responses to all survey questions with a ranking scale.

Source/Collection of Data: Surveys were made available from the beginning of January 2020 until the beginning of April 2020, totaling 3 months of availability. Links to the survey were posted on the TCFP website, on the login page to FIDO (TCFP’s online account portal and database), on TCFP’s Facebook page, and in staff email signatures. We also reached out to community partners to ask for assistance in publicizing the survey in their newsletters and at their gatherings.

Output: Total customers surveyed = 12,400

Definition: The number of customers who receive access to surveys regarding agency services. This number includes all customers who receive surveys in person or by phone, mail, email, web, or any other means.

Source: Since we didn't "send" the survey to our customers, but rather posted an announcement that it was available with a link for easy access (on our website, on social media, in staff email signatures, and on the FIDO login page – our online account portal), this number is an estimate. We took the total number of individuals who accessed FIDO during the period of time when the survey was available (Jan. 6 – April 6, 2020) and added the number of people who were reached with our social media postings, then rounded to the nearest 100.

Output: Response Rate = 3%

Definition: The percentage of total customers surveyed who completed the survey.

Source: We had 467 customers access our survey, with 80% of those customers actually completing it. That would be 374 customers who actually completed the survey. 374 out of 12,400 equals a 3% response rate.

Output: Total customers served = 33,816

Definition: Total number of customers receiving services through the agency's programs.

Source: For this number we took the total number of individuals with active certification in our database.

Efficiency: Cost per customer surveyed = \$0.22

Definition: Total costs for the agency to administer customer surveys divided by the total number of customers surveyed.

Collection of Data: Cost was determined by counting staff hours devoted to making the survey and the cost of the online survey tool.

Method of Calculation: Cost per customer surveyed was calculated by dividing the total cost by the total customers surveyed.

Explanatory: Total customers identified = 50,619

Definition: The total population of customers in all unique customer groups.

Method of calculation: The total number of customers within our stakeholder groups (i.e. fire service administration, fire protection personnel, fire prevention personnel, individual certificate holders, training facility administrators, and training facility personnel).

Explanatory: Total Customer Groups Inventoried = 6

Definition: The total number of unique customer groups identified for each agency program. Customer groups served by more than one agency program should be counted only once.

Method of calculation: The total number of stakeholder groups, to include fire service administration, fire protection personnel, fire prevention personnel, individual certificate holders, training facility administrators, and training facility personnel.