

**To:** Indiana's Workforce System

**From:** Indiana Department of Workforce Development (DWD)

**Date:** June 4, 2024

**Subject:** DWD Policy 2023-19  
Workforce Innovation and Opportunity Act (WIOA) Customer Satisfaction Survey

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## Purpose

The purpose of this policy is to provide guidance to Local Workforce Development Boards (local boards) on the implementation of the DWD Customer Satisfaction Survey and its corresponding signage as part of the WIOA One-Stop American Job Center certification process. To ensure customer feedback can be aggregated for statewide analysis, the DWD Customer Satisfaction Survey **must** be made available to all customers, and staff should consistently encourage customers to provide feedback on their WorkOne/American Job Center (WorkOne/AJC) experience through this survey.<sup>1</sup>

## References

- WIOA Section 121(g) and 188
- Rehabilitation Act of 1973 Section 508.
- 29 USC 794 (d)
- 20 CFR 678.800
- 29 CFR 38.13
- TEGL 10-23 *Reducing Administrative Barriers to Improve Customer Experience in Grant Programs Administered by the Employment and Training Administration*
- TEGL 3-23 *Allowable Uses of Funds for Outreach Activities for Federal Formula and Competitive Grant Awards*
- DWD Policy 2023-04 *VOSGreeter® Guidance*
- DWD Policy 2021-10, Change 2 *Safeguarding Protected Information and DWD User Accounts Management*
- DWD Policy 2020-09, Change 1 *One-Stop American Job Center Certification*
- DWD Policy 2020-09, Change 1 Attachment B - *Indiana One-Stop Center Certification Review Form*

## Content

Under WIOA, WorkOne/AJCs and the one-stop delivery system must be evaluated and certified for effectiveness, physical and programmatic accessibility, and continuous improvement every three (3) years. The evaluation must consider customer feedback.<sup>2</sup> DWD has developed an electronic, standardized Customer Satisfaction Survey in both English and Spanish for this purpose.

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<sup>1</sup> Although staff are to encourage customers to provide feedback through the survey, **customers are not required to do so**. Additionally, customers who visit the WorkOne/AJC multiple times per week do not need to be asked to complete the survey more than once per week.

<sup>2</sup> Per 20 CFR 678.800.

The DWD Customer Satisfaction Survey **must** be made available to all customers, regardless of the reason for the visit, in all regional comprehensive and affiliate WorkOne/AJC offices. Local boards must utilize survey results as part of the One-Stop American Job Center certification process.<sup>3</sup> The Customer Satisfaction Survey includes survey questions regarding the following visit reasons:

- Unemployment insurance claim assistance;
- Veteran program help;
- Job search;
- Career training;
- Received a letter (Such as RESEA);
- Workshop;
- Test/Assessment;
- Job fair/Hiring;
- Employer check-in;
- Adult Basic Education (ABE);
- Seeing a specific staff member;
- TAA/Trade Adjustment Assistance;
- Youth/Jobs for America's Graduates (JAG);
- SCSEP Program (Senior Employment); and
- Migrant and Seasonal Farm Worker Program (MSFW).

### ***Customer Satisfaction Survey Messaging, Access, and Visibility***

Customer feedback is critical when evaluating effectiveness and developing continuous improvement strategies. Survey messaging (the way the survey is marketed) can impact customer participation. DWD is implementing the use of quick response codes (QR codes) and required signage to improve access and visibility of the Customer Satisfaction Survey. Improving access to the survey helps ensure that all WorkOne/AJC customers can provide feedback. Increasing the visibility of the survey ensures an improved completion rate and supports evidence-based decision making.<sup>4</sup>

#### **QR Codes**

QR codes for the Customer Satisfaction Survey are available for all comprehensive and affiliate offices. Customers can scan them with their mobile devices to access the surveys rather than typing a URL. While the survey questions will be identical across the workforce system, each participating WorkOne/AJC shall receive unique QR codes and survey links for both the English and Spanish versions of the survey. The links are to be used to create desktop shortcuts to the survey on all public computers within the WorkOne/AJC.<sup>5</sup> Staff providing virtual services may email their office survey link to their customers.

#### **WorkOne/AJC Signage<sup>6</sup>**

In an effort to standardize survey messaging, DWD has developed a survey notification sign in both English and Spanish that is required to be posted in the following locations of all comprehensive and affiliate WorkOne/AJC offices:

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<sup>3</sup> See DWD's *One-Stop American Job Center Certification* policy for additional guidance.

<sup>4</sup> TEGL 10-23

<sup>5</sup> See **Attachment B** for instructions.

<sup>6</sup> See **Attachment A**.

- Entrance;
- Front desk; and
- Computer areas.

The unique signs for each office are located on the WorkOne Staff Portal. To access them, navigate to the Marketing tab at the top of the home page, select “Flyers, Infographics, Posters, & Print Materials,” select “Brochures, Flyers, & Posters,” and scroll down until the image of the Customer Satisfaction Survey poster appears.

**NOTE: The DWD Customer Satisfaction Survey posters replace all locally developed survey signage.**

### ***Completion Rates and Evidence-Based Decision Making***

DWD encourages local boards to review their VOSGreeter® customer visit data and their completed Customer Satisfaction Survey counts.<sup>7</sup> The best practice is to obtain enough completed surveys (sample), so the results are representative of the total number of people that visited the WorkOne/AJC (population).

Obtaining an adequate level of customer feedback supports evidence-based decision making when evaluating effectiveness and developing strategies for the continuous improvement of WorkOne/AJC services.<sup>8</sup>

#### **Best Practices to Improve Completion Rates**

- Include office QR code or the survey link in:
  - Orientation and RESEA packets;
  - Materials distributed at off-site events; and
  - Business cards.
- Post signs in additional areas;
  - Staff cubicles;
  - Hallways; and
  - Conference rooms.
- Train staff on how to empower customers to share their WorkOne/AJC experience.

If reports show low survey completion rates across the state when comparing the number of customers that checked in through VOSGreeter® and the number of completed surveys for the same period, DWD may provide technical assistance to improve survey completion rates.

### ***Customer Satisfaction Survey Regional Reports***

Monthly and quarterly survey results are provided to each region. Customer feedback can identify service delivery issues and exemplary customer service provision. Local boards should analyze customer feedback and utilize results for continuous improvement as appropriate.

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<sup>7</sup> Please see DWD’s VOSGreeter® Guidance policy for instructions on accessing customer count reports.

<sup>8</sup> TEGL 10-23.

## Comments Report

The regions are provided with a monthly report by office consisting of comments that were submitted via the survey. No satisfaction rates or percentages are provided in this report.

Utilizing customer comments, the free-text response option within the survey can help local boards obtain qualitative customer feedback to gain valuable insight into the customer experience and help identify areas for improvement.<sup>9</sup>

## Quarterly Report

This report consists of satisfaction ratings (percentages) for each office and the region as a whole.

### Satisfaction Rates

Satisfaction rates are calculated from the “How satisfied are you with your experience at the WorkOne Center today?” survey question.<sup>10</sup> Each office’s overall satisfaction rate is calculated by adding the percentages for the following response options:

- Extremely satisfied;
- Very satisfied; and
- Somewhat satisfied.

WorkOne Customer Satisfaction Survey 2023			
How satisfied are you with your experience at the WorkOne Center today?			
Answer Choices	Responses		
Extremely satisfied	81.29%	821	
Very satisfied	16.73%	169	
Somewhat satisfied	1.58%	16	Overall Satisfaction 99.60%
Not so satisfied	0.20%	2	
Not at all satisfied	0.20%	2	
	Answered	1010	
	Skipped	68	

### Example:

$$81.29\% + 16.73\% + 1.58\% = 99.60\%$$

### Local Workforce Development Board Customer Surveying

Local boards may develop and implement additional customer surveys. However, the DWD Customer Satisfaction Survey must be prioritized and consistently made available to customers accessing Indiana’s workforce system through the processes described in this guidance.

As local boards develop additional customer surveys, it is vital that they remain in compliance with DWD’s *Safeguarding Protected Information and DWD User Accounts Management* policy. Personally Identifiable Information (PII), i.e., protected information, is any information that can be used to distinguish or trace an individual’s identity, either by itself or when combined with other PII, that is linked or is linkable to an individual. If locally created surveys are collecting PII, it is the duty of the local board to ensure that all PII is collected, stored, used, and shared in accordance with DWD and federal policy.

<sup>9</sup> TEGL 10-23.

<sup>10</sup> Please note that the template in DWD’s *One Stop American Job Center Certification* policy defines “high satisfaction” as a 90% or higher satisfaction rate over the previous four quarters. DWD will evaluate this definition as local areas implement the survey in accordance with this policy.

## Action

Local boards must implement the requirements of this policy in each comprehensive and affiliate WorkOne/AJC office by the beginning of PY 2024-2025. The content of this policy is subject to routine DWD monitoring.

## Attachments

**Attachment A** – Sample DWD Customer Satisfaction Survey Signage

**Attachment B** - Customer Satisfaction Survey: Creating a Shortcut to the Desktop

## Effective Date

Immediately.

## Ending Date

Upon rescission.

## Additional Information

Questions regarding the content of this publication should be directed to [policy@dwd.in.gov](mailto:policy@dwd.in.gov).

## Attachment A Sample DWD Customer Satisfaction Survey Signage

**NOTE:** The posters pictured below are examples of the required signage. The actual signage will include a QR code on the left side of the poster that links to the office’s survey. Each WorkOne/AJC’s required signage that includes the office’s unique QR code is posted on the WorkOne Staff Portal.

**WorkOne**  
americanjobcenter  
INDIANA

A partner with  
**DWD**  
INDIANA DEPARTMENT OF  
WORKFORCE  
DEVELOPMENT

# Make your voice heard!

We invite you to take a short, anonymous survey about the service you received today. Your input is valuable and will help improve services for all customers. This survey is also available on the computers in the customer resource area.

- English

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INDIANA DEPARTMENT OF  
WORKFORCE  
DEVELOPMENT

# ¡Haz que tu voz se escuche!

Su opinión es valiosa y ayudará a mejorar los servicios para todos los clientes. La encuesta también está disponible en las computadoras en la área de recursos del cliente.

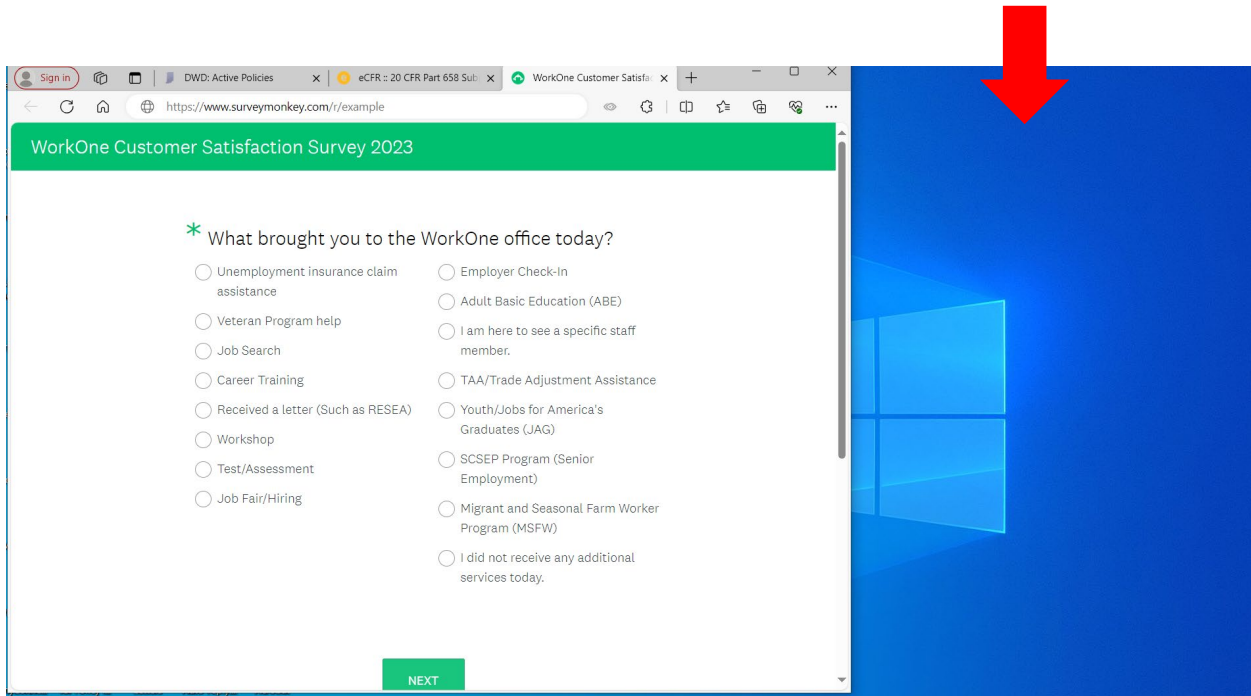
- Spanish

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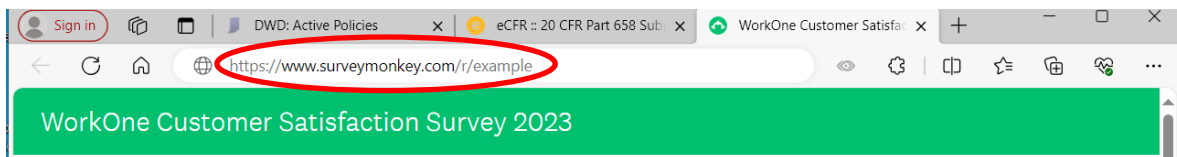
## Attachment B Customer Satisfaction Survey: Creating a Shortcut to the Desktop

Navigate to the WorkOne/AJC's unique survey.

**NOTE: Make sure the browser is not full screen.**



Left click on survey URL (web address) to drag and drop (release left click) to the desktop.



### Rename Shortcut (Optional)

Right click on the shortcut.  
Select "Rename"  
Type in the new name.

