

II. KEY MEASURE ANALYSIS

Agency Mission: To serve and protect Oregon’s consumers and workers while supporting a positive business climate in the state.

KPM #5	CUSTOMER SERVICE Percent of customers rating their satisfaction with the agency’s customer service as “good” or “excellent”: overall customer service, timeliness, accuracy, helpfulness, expertise, and availability of information.	Measure since: 2007
Goal	DCBS Goal #3: Be accountable to the public we serve, with excellent service to our customers.	
Oregon Context	Oregon Benchmark #9: Oregon’s national rank in the cost of doing business.	
Data source	Customer service survey results are maintained in the DCBS Internet Survey Tool and various spreadsheets at the division level.	
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1. **OUR STRATEGY**

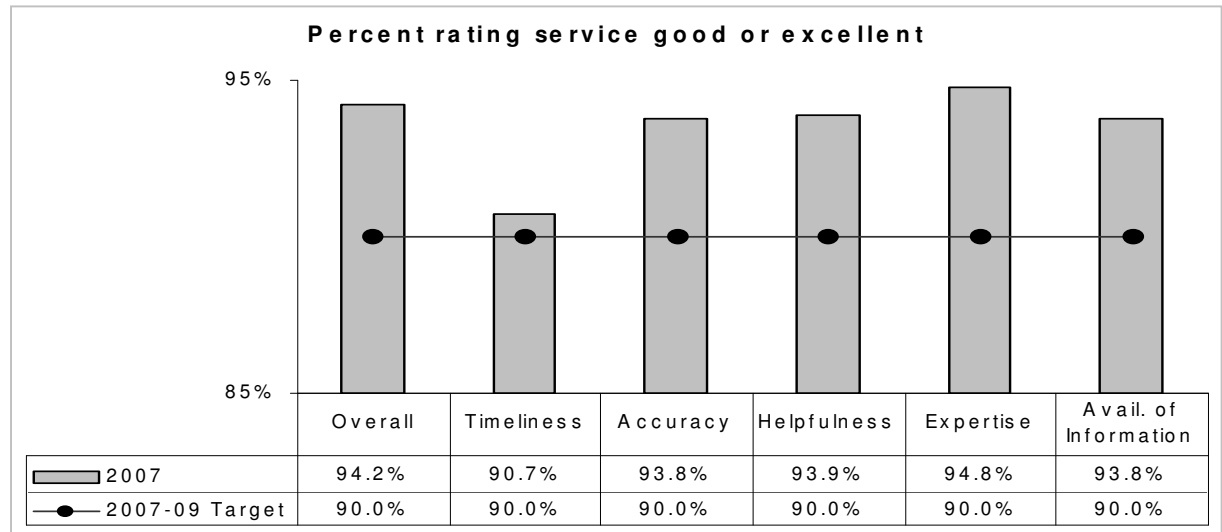
Provide excellent service in every customer interaction by making customer service a strategic initiative and investing in staff training.

2. **ABOUT THE TARGETS**

DCBS set very aggressive targets because excellent customer service is a high priority.

3. **HOW WE ARE DOING**

More than 94 percent of those surveyed rated our Overall Customer Service as “Good” or “Excellent” in 2007, which we believe is exceptional for a regulatory organization.



4. **HOW WE COMPARE**

There is limited comparison information at this time. In previous years, we used different questions and response categories that are not comparable to those reported here. Like DCBS, other agencies are just starting to measure customer service levels using the DAS-required questions.

5. **FACTORS AFFECTING RESULTS**

Many of these survey respondents are entities we regulate. This sets up a slightly different dynamic from the typical customer group that receives services.

6. **WHAT NEEDS TO BE DONE**

The department plans to continue education and training of employees in customer service and use feedback from the surveys to show areas where improvement is appropriate. Our goal is to make every interaction with Oregonians a learning experience for all parties. For example, OR-OSHA focuses on partnering with business and labor to create safe workplaces and expects every encounter with industry to be a learning experience that improves safety.

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7. ABOUT THE DATA

DCBS uses an assortment of surveys to collect these data. Each of the department's major divisions is responsible for collecting its data independently and then reporting it as part of this overall measure. For 2007, four of the agency's divisions and several of their sub-units provided data for the measure, based on surveys of their customers. Participating divisions were Oregon OSHA, Insurance, Workers' Compensation, and the Division of Finance and Corporate Securities.