



# 2005 NIOSH NPPTL Customer Satisfaction Survey

*Results for:*  
Manufacturer & User Customer Bases

*Working for America*



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# *Briefing Outline*

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- Customer satisfaction model
- Method
- Results
  - Manufacturer Results
  - User Results
- Benchmark Comparisons
- Recommendations

# Balanced Measures Framework



# *Customer Service Dimensions and Outcomes*

## *Service Dimensions*

Access

Courtesy

Knowledge

Timeliness

Reliability

Choice

Tangibles

Recovery

Quality of specific services



## *Organizational Outcomes*

Repurchase Intention/  
Customer Loyalty

Willingness to  
Recommend

Organizational  
Effectiveness/  
Profitability

Perceived Value



# Access

*Availability of service and the ease with which it can be obtained (e.g., hours of operation, ease of finding someone to answer questions).*

- It is easy to do business with NPPTL.
- Assistance from NPPTL personnel is provided at a time that is convenient to me.
- It is easy to find someone at NPPTL who can answer my questions.
- I do not have to cut through a lot of red tape to reach higher level NPPTL officials.
- I have adequate access to NPPTL personnel for advice and assistance.
- (Other items were customized for this dimension. These items are not used to calculate a dimension score.)



# *Courtesy*

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*Attitudes relating to the behavior of the service provider to the customer (e.g., friendly, helpful, rude, considerate).*

- NPPTL personnel are always willing to help me.
- NPPTL personnel are courteous.
- NPPTL personnel give individual attention to my requests for information or service.

# *Knowledge*

*Possession of required skills and knowledge to perform the service.*

- NPPTL personnel are knowledgeable.
- NPPTL personnel have a good understanding of my organization's operation and mission.
- Explanations of technical issues are understandable.
- NPPTL personnel are able to explain NPPTL products and services.
- When NPPTL personnel do not know the answer, they refer me to an expert who does.
- (Other items were customized for this dimension. These items are not used to calculate a dimension score.)



# *Timeliness*

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*Promptness in receiving or providing promised materials and/or service.*

- Overall, NPPTL personnel provide timely service.
- (Other items were customized for this dimension. These items are not used to calculate a dimension score.)





# *Reliability*

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*Ability to perform the promised service dependably, accurately, and consistently.*

- NPPTL personnel give me accurate information.
- NPPTL personnel keep accurate records.
- NPPTL personnel provide services when promised.
- (Other items were customized for this dimension. These items are not used to calculate a dimension score.)



# Choice

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*Response to a spectrum of needs of individual customers (e.g., range of choices, customization, made to order designs).*

- NPPTL products and services are designed to meet customer needs.
- NPPTL personnel use suggestions from their customers to improve the quality of products and services.
- I am satisfied with the range of products and services provided by NPPTL.



# *Recovery*

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*Problems and complaints are resolved quickly with minimal effort on the customer's part and problems do not recur.*

- Problems and complaints are resolved quickly.
- Problems and complaints are resolved with minimal effort on the customer's part.
- There are well-defined systems for linking customer feedback and complaints to employees who can act on this information.
- NPPTL personnel are flexible in finding solutions to problems.
- I am satisfied with the way NPPTL personnel handle problems or mistakes.



# *Tangibles*

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*Appearance of physical facilities, personnel, and communication materials. Includes non-personal communication such as advertising, pamphlets, reports and displays.*

- NPPTL personnel present a professional appearance.
- I am satisfied with the appearance of written communication materials prepared by NPPTL.
- (Other items were customized for this dimension. These items are not used to calculate a dimension score.)



# Quality

*What the customer receives from the service provider or the perception of excellence of the product or service received.*

- Overall, how would you rate the quality of products and service provided by NPPTL?
- (Other items were customized for this dimension. These items are not used to calculate a dimension score.)



# Method: *The Surveys*

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- Manufacturer & User Surveys
- Survey instruments include:
  - demographic items
  - OPM's core customer satisfaction items
  - NPPTL-specific items (customized for each survey) created with the help of NPPTL's customer satisfaction team
- Surveys pilot-tested in October 2005
- Obtained required OMB approval for distribution to public in December 2005
- Online administration: December 5 - 23, 2005

# Method: *Response Rates*

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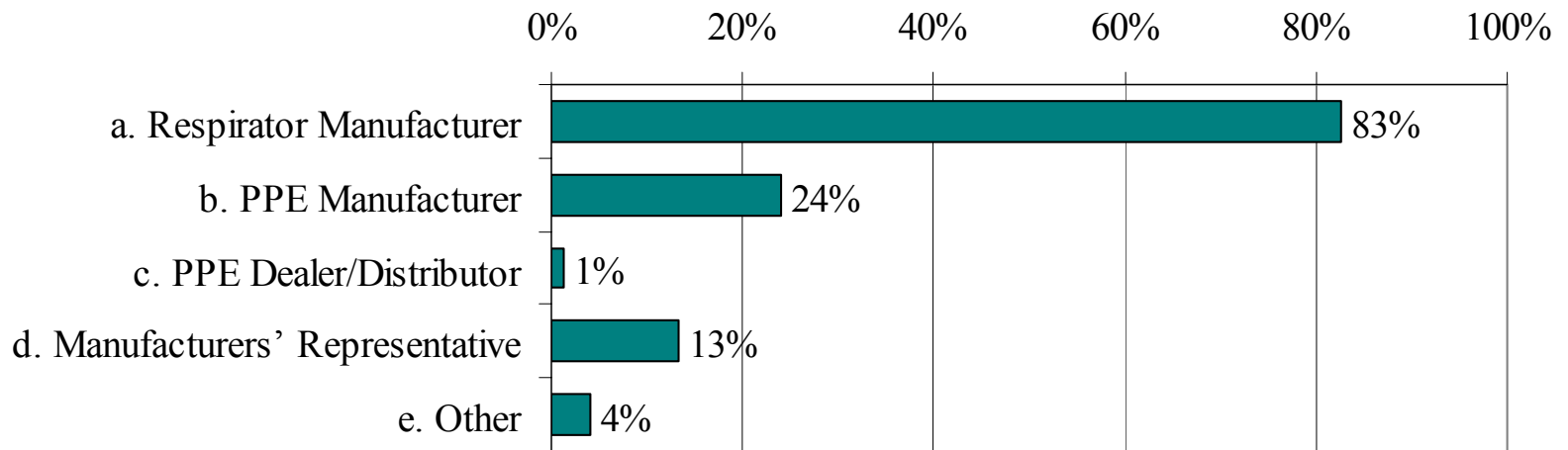
<i>Survey</i>	<i>Response Rate</i>	<i>Margin of Error*</i>
Manufacturer Survey	31% (75/243)	± 10%
User Survey	30% (185/622)	± 6%

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\* Conservative estimates

# Results: *Manufacturers - Demographics*

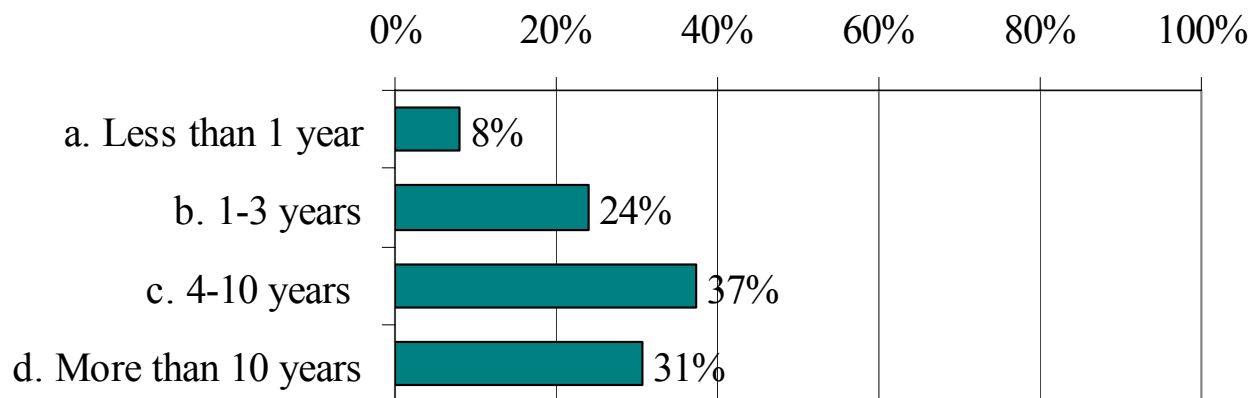
## Affiliation





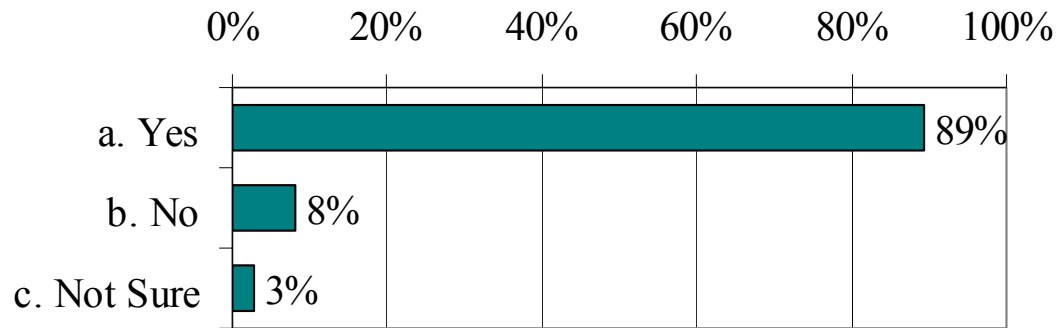
# Results: *Manufacturers- Demographics*

## Time Dealing with NIOSH NPPTL



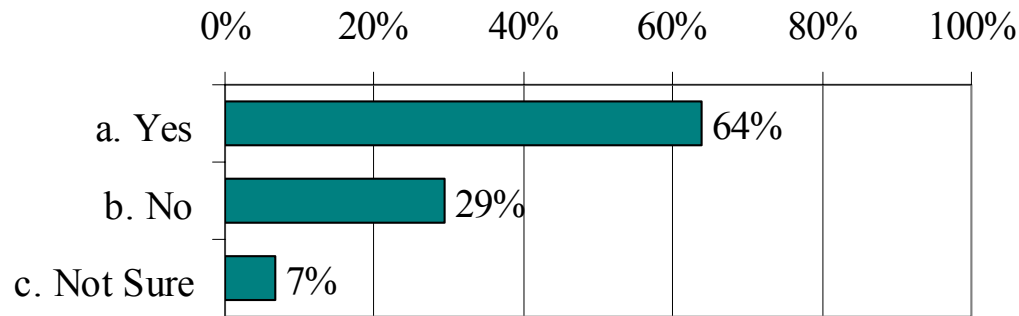
# Results: *Manufacturers - Demographics*

## Contact in Past Year



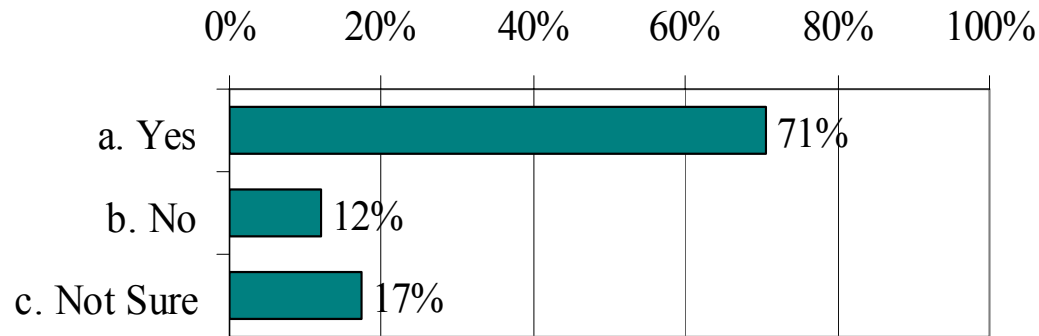
# Results: *Manufacturers – Training Received*

## Training or Information Sessions in Past Year



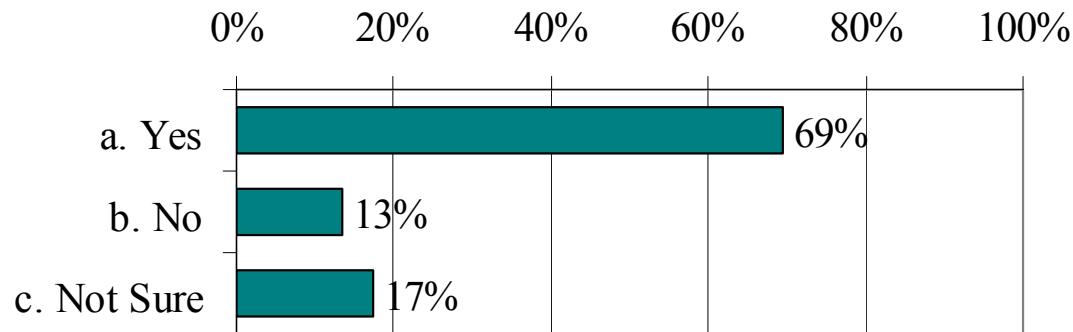
# Results: *Manufacturers – Customer Loyalty*

Would you use NPPTL again?



# Results: *Manufacturers – Customer Loyalty*

Would you recommend NPPTL to others?



# Results: *Manufacturers – Overall Satisfaction*

57. Overall, how satisfied are you with the services you are receiving from NPPTL?



60. Based on the service you have received..., how would you rate the quality of their services?



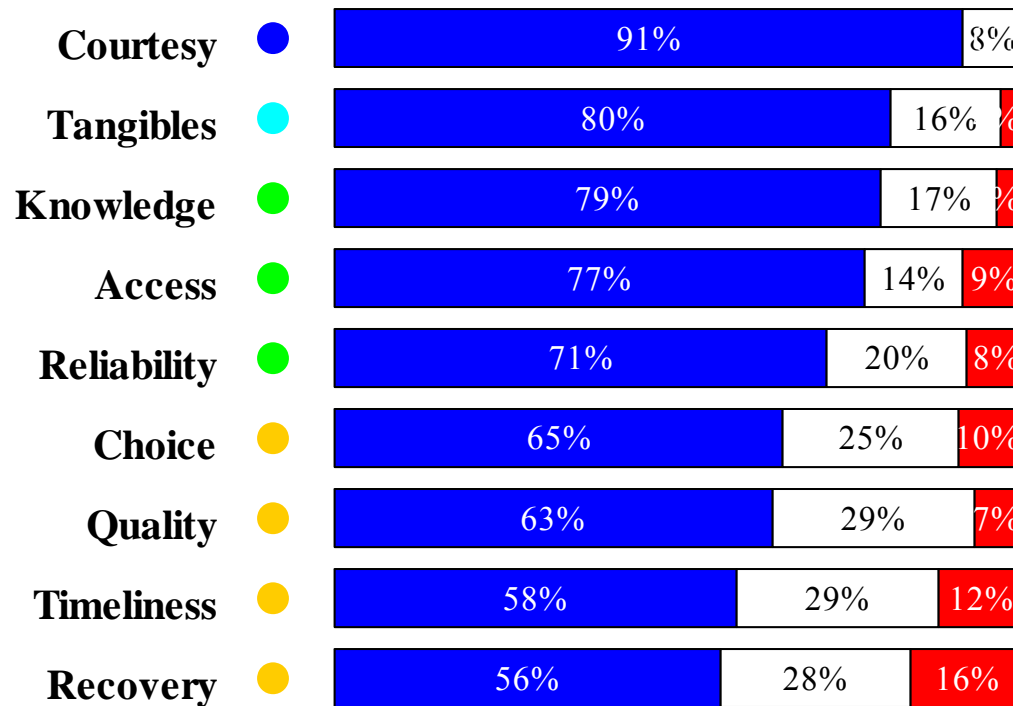
■ Favorable   □ Neither   ■ Unfavorable

# *Guidelines for Interpreting Results*

## Favorability of Results

- Excellent: 90% - 100% favorable
- Good: 80% - 89% favorable
- Acceptable: 66% - 79% favorable
- Marginal: 50% - 65% favorable
- Critical: 0% - 50% favorable

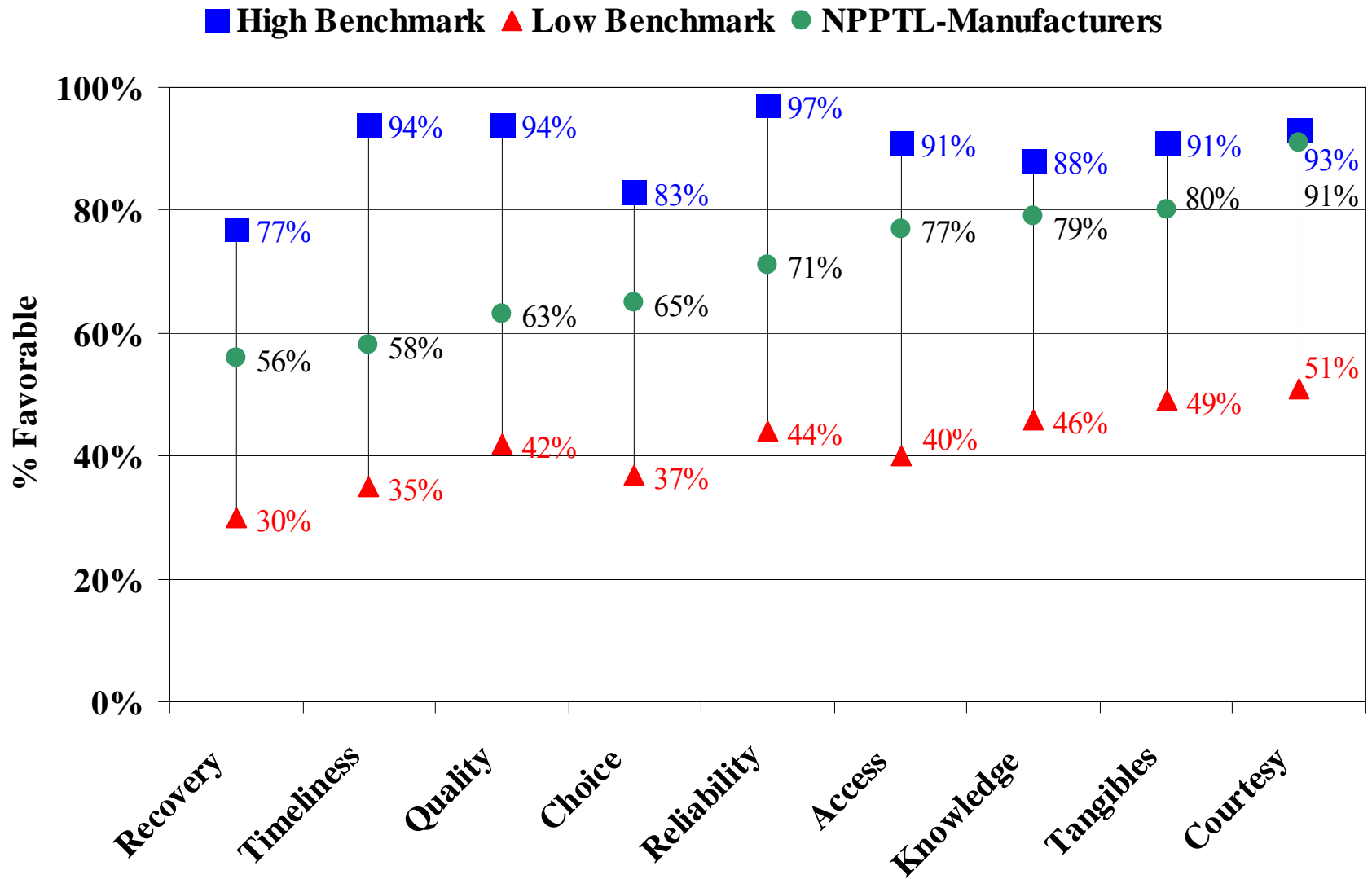
# Results: *Manufacturers*



■ Favorable   □ Neither   ■ Unfavorable

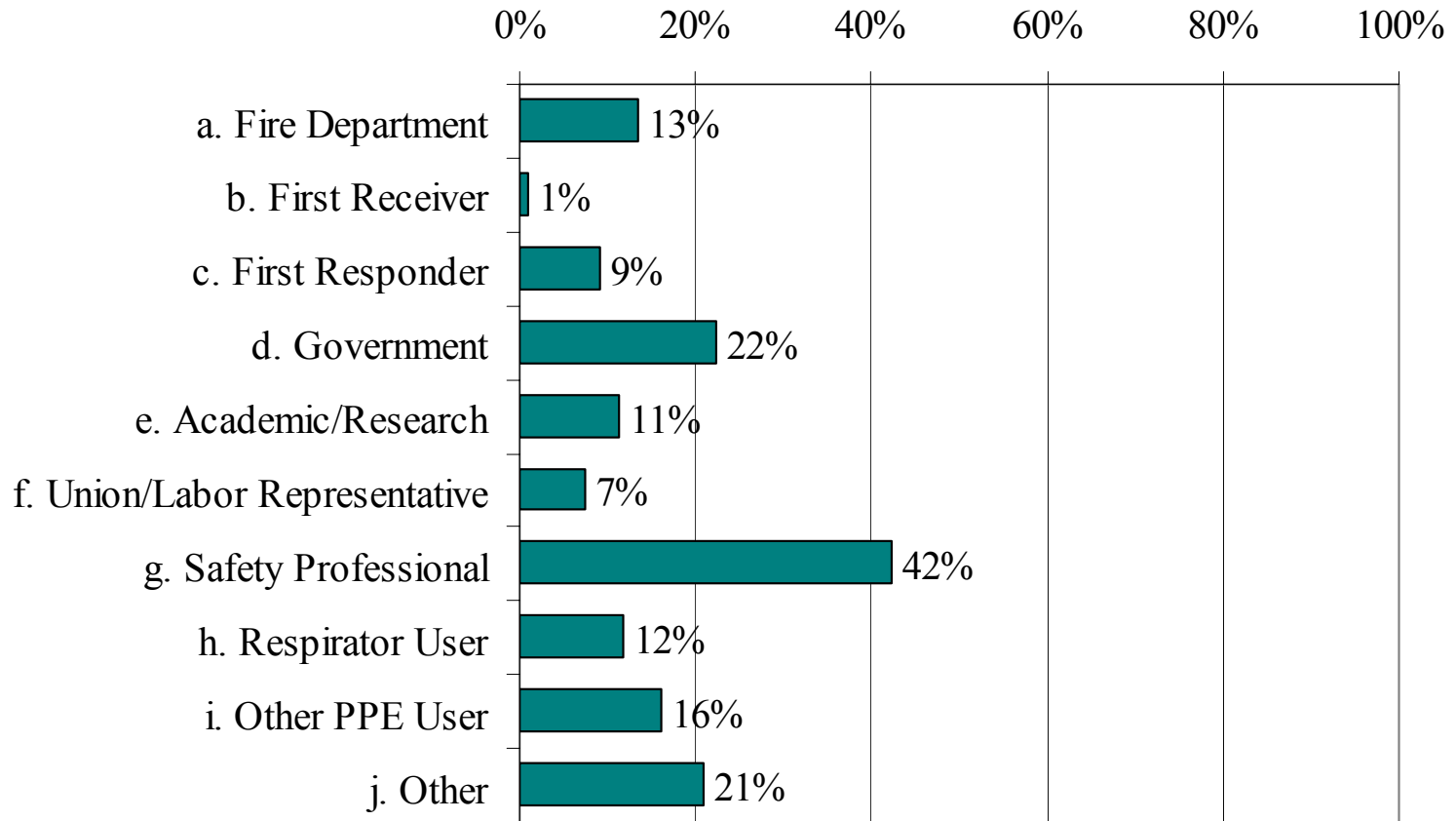


# Benchmarks: Manufacturers



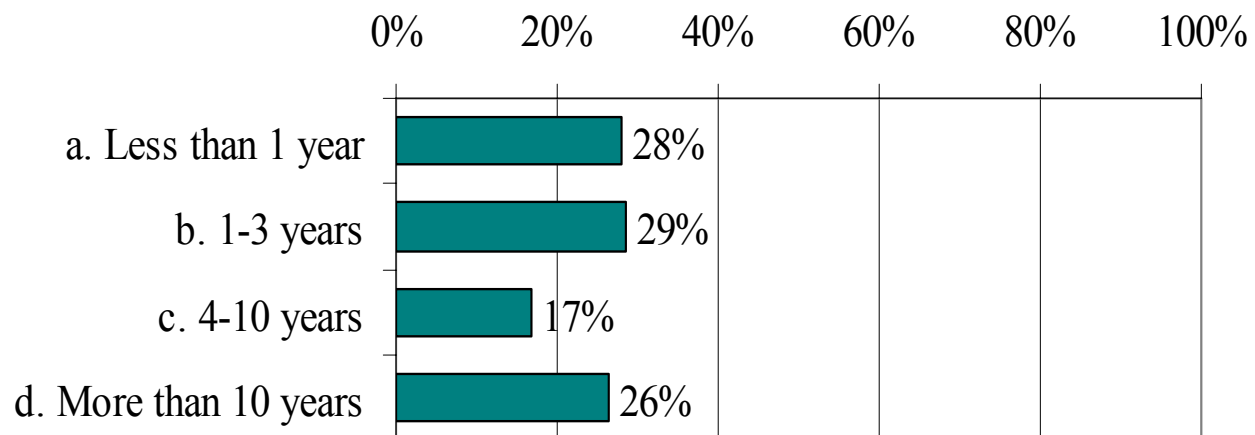
# Results: *Users - Demographics*

## Affiliation



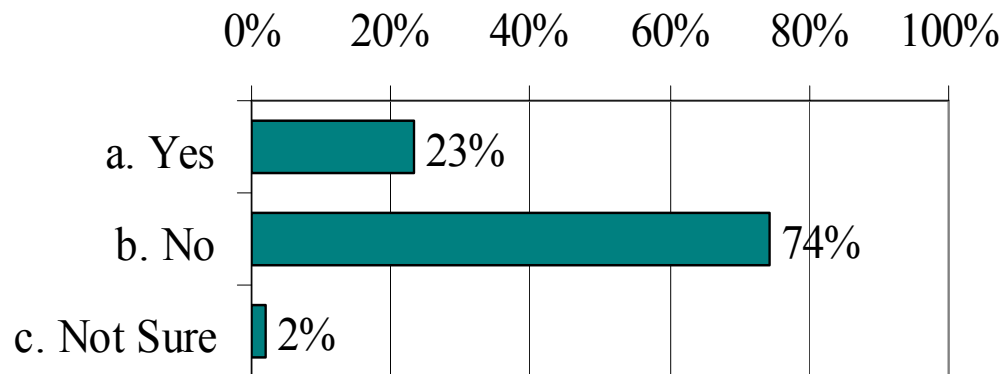
# Results: *Users - Demographics*

## Time Dealing with NIOSH NPPTL



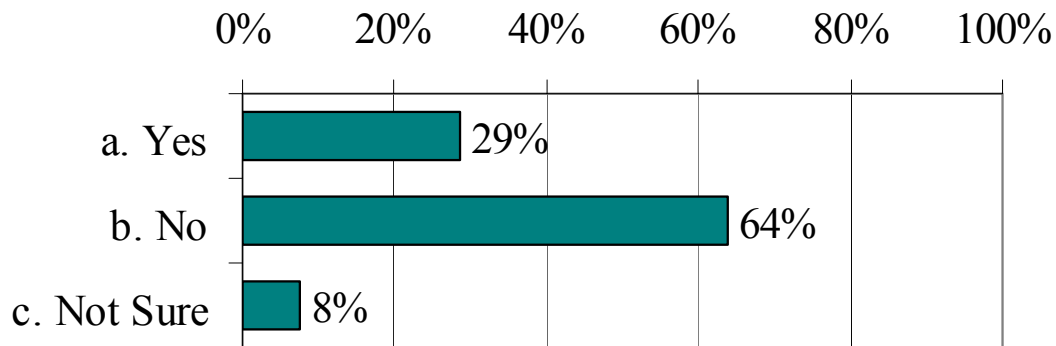
# Results: *Users - Demographics*

## Contact in Past Year



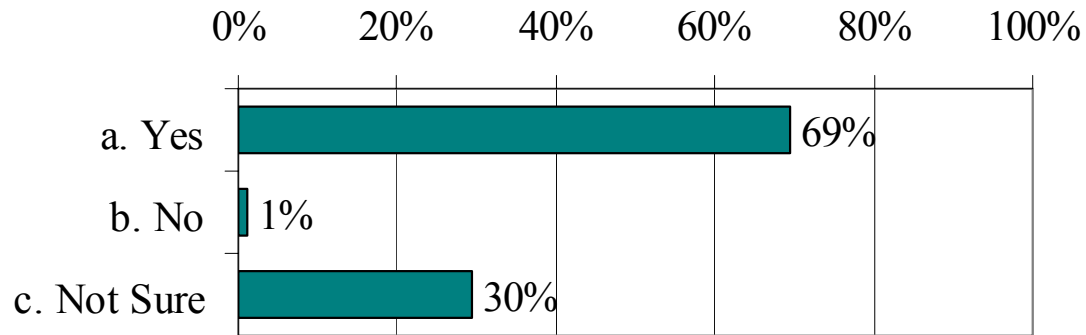
# Results: *Users – Training Received*

## Training or Information Sessions in Past Year



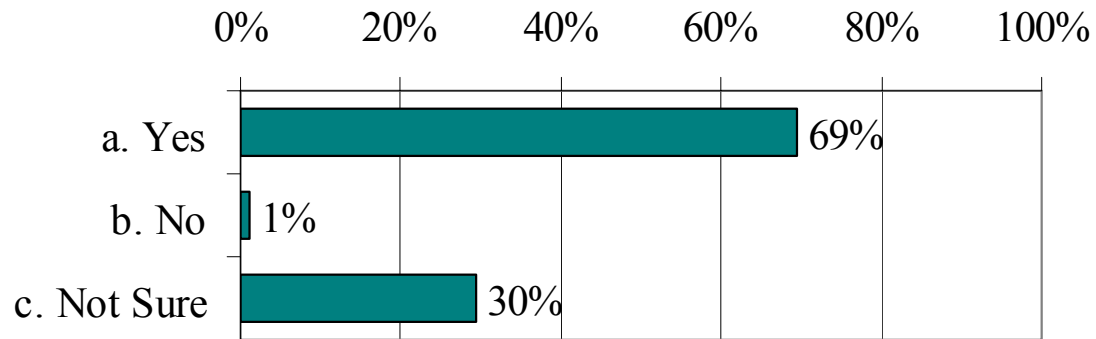
# Results: *Users – Customer Loyalty*

Would you use NPPTL again?



# Results: *Users - Customer Loyalty*

Would you recommend NPPTL to others?



# Results: *Users – Overall Satisfaction*

54. Overall, how satisfied are you with the services you are receiving from NPPTL?



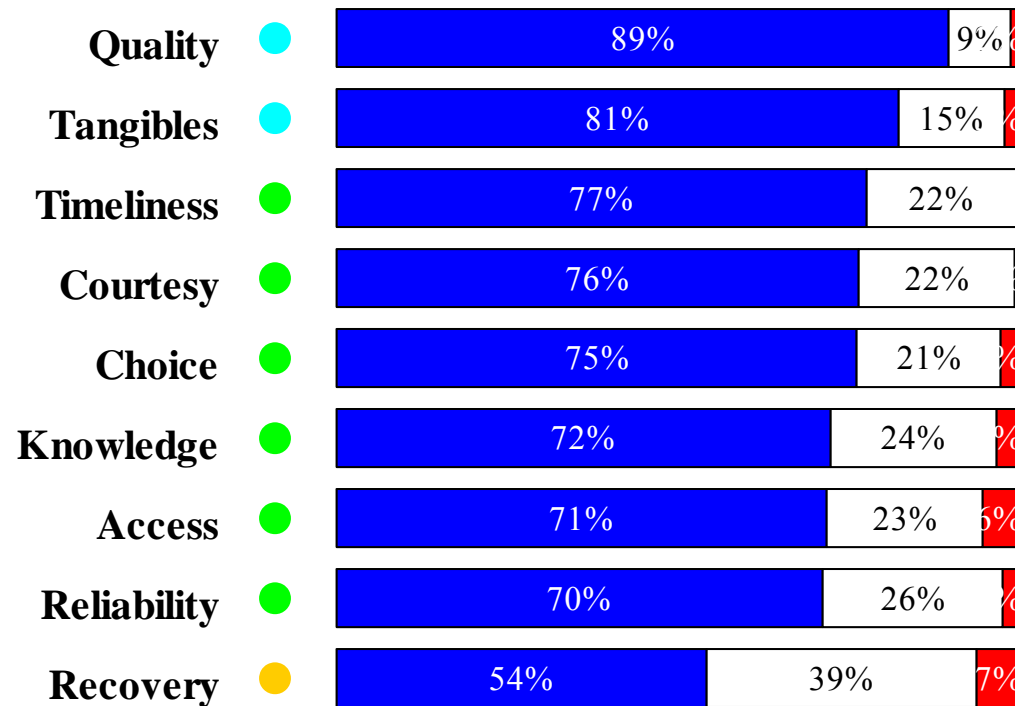
57. Based on the service you have received..., how would you rate the quality their services?



■ Favorable   □ Neither   ■ Unfavorable

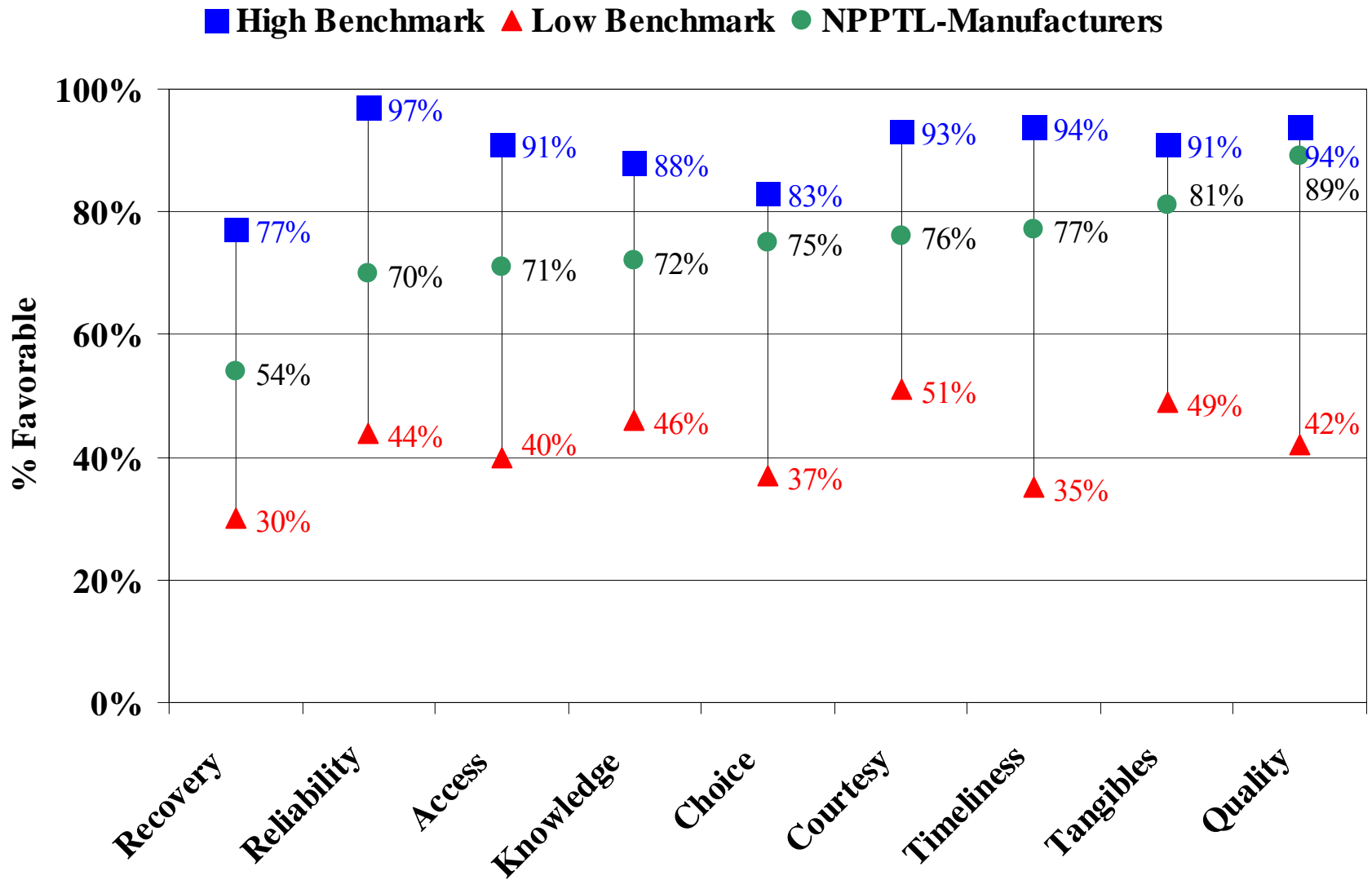


# Results: *Users*

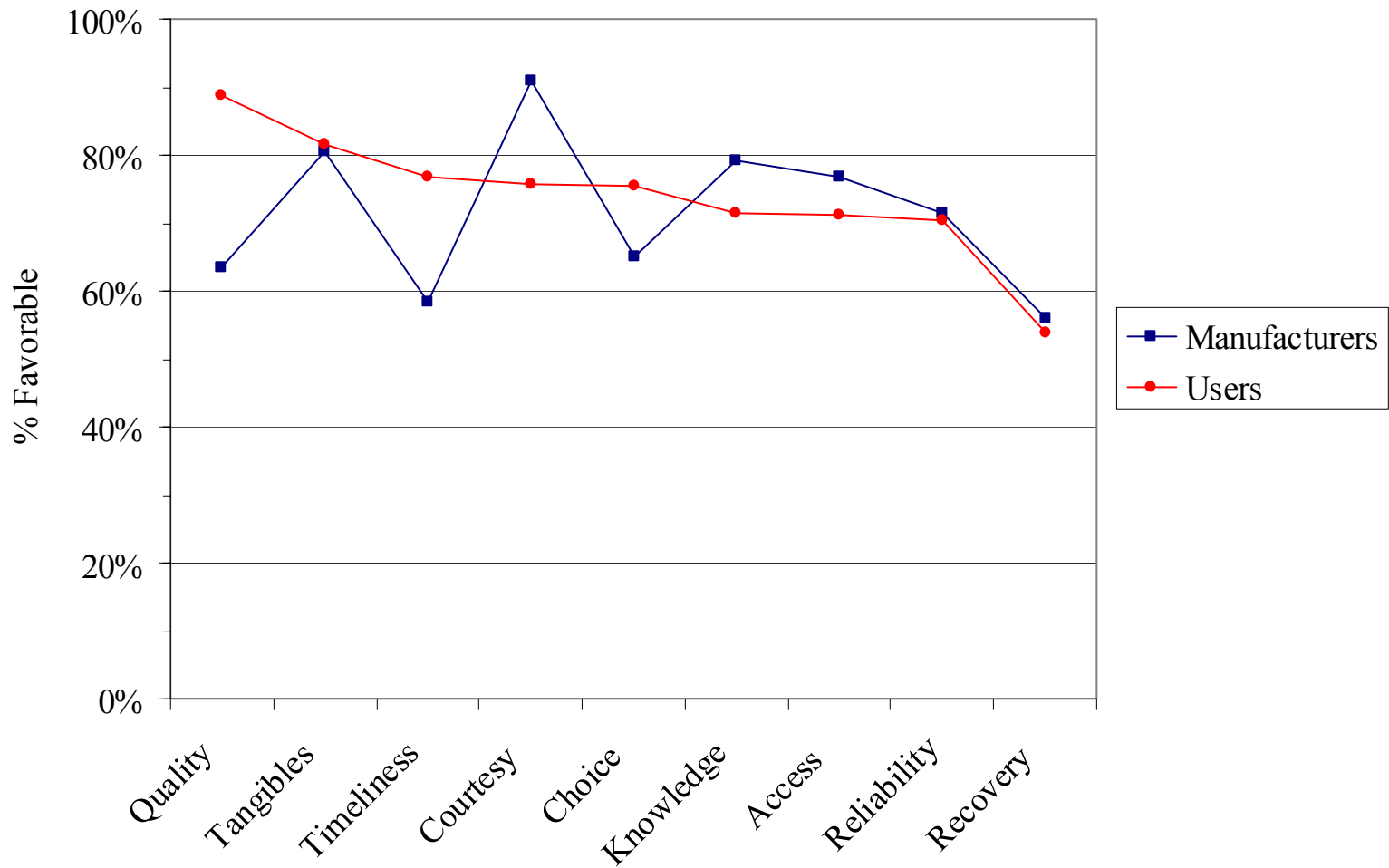


■ Favorable   □ Neither   ■ Unfavorable

# Benchmarks: Users



# Results: *Dimension Profiles*





# *Recommendations*

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- ✓ Review detailed data reports and comments
- ✓ Develop action plans to improve results
- ✓ Conduct focus groups with customers and service providers to explore results in depth and obtain suggestions for improvement
- ✓ Evaluate changes
- ✓ Resurvey