



National Weather Service Customer Satisfaction Survey

Hydrologic Services Program

Executive Report 2006

CFI Group
Claes Fornell International



Executive Summary



Executive Summary continued

Conclusions & Recommendations

The performance of the National Weather Service Hydrologic Services Program remains strong in its second year of measurement. With a customer satisfaction score of 78, the NWS performs among the highest of federal government agencies. As was realized in the first study, the NWS is appreciated for the lengths they go to to provide the crucial, sometimes life-saving information to its customers; “They always go the extra mile to provide service.”

Recommendations

While scores remain high, there always exists opportunities for continued improvement. Consistent with the findings of the previous study and focus group research, the NWS needs to continue product development with specific users in mind. A “one size fits all” approach will not lead to high degrees of satisfaction. NWS should continue to explore the needs of its key constituents as it makes improvements in products and services. Emergency Managers, partners and the general public will have very different needs.

The following are target areas for improvement:

Internal Resource Assessment

Perceptions of the Hydrologic Services Program continue to be mostly driven by Flood and River Information. These are the highest impact items. It is recommended that improvement efforts be focused here first. Ensure that resources are aligned internally to reflect this priority.

Targeting User Groups and Geographic Areas

The Western region scores a bit lower than the others, though still well, as they relate to the higher impact areas, as do the agriculture and consulting respondents. Reach out to these users to understand how, if at all, their needs could be better met. Drought Information scores very well overall, but scores lower in the Western region, where it is a higher impact area of information. Again, is there a way that this group could better benefit from this information?

Graphics Simplification

Continue to simplify graphics where possible, particularly those related to probability information. Respondents indicate their preference for a mix of text and graphics, so ensure that both are incorporated when developing products.



Executive Summary continued

Communication

Communicate new products and service offerings as appropriate. Currently, the NWS does very well in communicating with their customers. Respondents rate the value of their personal communication with NWS staff to discuss hydrologic forecasts a 92. This is an exemplary score and shows the value the NWS has to offer with regard to communication. Leverage this strength when introducing new products to users. One quote suggests that product awareness could be increased: "many of the new products I don't know about until I randomly find them on the website". Target specific user groups with communications as new products become available. Remind them of current products that are available as well. NWS products oftentimes have a lot of functionality; ensure that users are aware of a product's full capability.