



# Civil Works 2007 Customer Survey Implementation

Civil Works Directorate

17 December 2007

# 2007 CW Customer Survey

- **Why it is important to conduct the survey?**
  - Measure customer satisfaction
  - Increase dialogue with our customers (build strong relationships)
  - Improve product delivery & Customer Satisfaction
- **Current USACE strategies to improve performance:**
  - Streamlining processes (LSS)
  - Enforcing reprogramming rules & expediting reprogramming
  - Reinforcing accurate scheduling & estimating
  - Encouraging communications internally and externally
- **District actions to ensure effective CW Survey execution:**
  - Maximize survey response rate (PMs contact their customers personally to encourage their participation)
  - Validate your data to ensure accuracy
  - Conduct AAR

# 2007 CW Customer Survey (Cont.)

- **Summary of changes to 2007 CECW Customer Survey**
  - Major modification of Demographics section of Survey
    - Primary Service Area, 'All Services Received' & Project Phase' items removed
    - District Survey Manager will input Project Business Line & Phase via Admin page of survey Website
  - 'Service area' choices correspond exactly to CECW Business Lines
  - New scale added: 'Problem Solving'
  - New MSC Admin Feature.
    - MSC survey manager will be able to access a new MSC Admin page & generate summary reports by District by business line as well as for all districts combined by business line
  - Provide customer list to HQ at beginning of survey process

# 2007 CW Customer Survey (Cont.)

- **USACE Milestones**

- ✓ 10 Dec 07 - Transmit Draft Guidance to Districts & MSCs.
- ✓ 14 Jan 08 - Launch 2007 Survey
- ✓ 22 Feb 08 - Complete survey administration
- ✓ 1st Qtr CMR - MG Riley to present prelim results
- ✓ 31 Apr 08 - MG Riley & LP brief MSC Cmdrs
- ✓ 31 Apr 08 - Publish CECW Corporate Report

# 2007 Customer Survey (Cont.)

- **District Milestones**

- ✓ 9 Jan 08 - Complete Assembly & Review of Customer list
- ✓ 14 Jan 08 Email Invitations from DE
- ✓ 28 Jan 08 - Requested Due Date
- ✓ 29 Jan 08 - Email Reminder #1
- ✓ 5 Feb 08 - Email Reminder #2
- ✓ 22 Feb 08 – Complete Survey Administration
  - ✓ Data validation
  - ✓ Email Thank you letters
- ✓ 29 Feb - Complete Follow-up w/ customers
- ✓ 31 Mar – Receive Rankings Analyses from HQ
- ✓ 15 Apr – Prepare AAR



Questions?