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# **Customer Satisfaction Assessment**

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**Prepared by:**

**National Service Research**

# **Introduction and Methodology**

## **Background**

The Texas Department of Aging and Disability Services (DADS) serves as the State Unit on Aging (SUA) in the State of Texas. The SUA supports the Older Americans Act's mission to assist older individuals maintain independence and dignity in their homes and communities. DADS is a visible and effective advocate and leader in providing for a comprehensive and coordinated continuum of services and opportunities to enable the older population to live dignified lives. DADS' clients are the older population of Texas, age 60 or older, their families, and caregivers who receive a wide variety of services provided through local, state, and federal funding.

DADS is committed to providing the highest level of quality in the services it provides to clients through the 28 area agencies on aging and their contractors. In order to achieve this goal, the Agency understands the critical importance of measuring client satisfaction and obtaining suggestions by clients for improvements.

## **Goals of the Research**

This report outlines the steps taken to gain an accurate measure of satisfaction among DADS' many clients. Results of the customer satisfaction survey are being used to improve service delivery and will be included in DADS' strategic plan. Another goal of the research project is to develop a research methodology which can be used to assess the satisfaction of DADS' clients on an on-going basis.

The types of services provided by DADS and its contractors vary from region to region. For this reason, DADS elected in this customer satisfaction assessment to select those services that are utilized by the largest number of clients and are considered to have the greatest impact on an older person's quality of life and ability to remain independent.

# Introduction and Methodology

DADS selected four service areas for this research. These services and a brief description of each are as follows:

**Home Delivered Meals** – Meals are delivered to clients' homes and are generally provided through a subcontractor.

**Transportation** – Rides to places such as the doctor, grocery store or a congregate meal site are typically provided by a subcontractor using a car, van or bus and usually require 24 hours advance notice.

**Care Coordination** – Care coordination staff of the Area Agencies on Aging, as well as contracted care coordinators, assess an individual's needs, develop a care plan and contract with providers to provide assistance such as a homemaker, personal assistance, or residential repair services. These services are often provided to older adults who are recovering from surgery or other illnesses and/or who need additional help to remain in their homes.

**Benefits Counseling/Legal Assistance** – Advise or representation by an attorney, including assistance by a paralegal or law student under the supervision of an attorney, or counseling or representation by a non-lawyer, where permitted by law, to older individuals with economic and social needs.

## Research Methodology

Telephone surveys were selected as the most appropriate method for data collection for this population. A total of 100 surveys were completed for each of the four service areas outlined above.

The sample included individuals who had received services. DADS conducted a random selection of clients in each service group.

A sample of 400 respondents was determined to be sufficient for this study. The margin of error is plus or minus 5.0% at a 95% confidence level.

## Survey Instrument

The survey instrument was provided by DADS and was developed to be user-friendly, easy to understand, had non-leading and unbiased questions, and used scaled responses to questions with actual words that utilized no more than three response categories. The survey was conducted in English and Spanish. Interviews were conducted by NSR professional interviewers. Respondents were called up to three times at different times of the day and evening, seven days per week. Interviews were conducted from August 29 through September 7, 2007.

# Significant Findings

## Overall Satisfaction

There is an extremely high level of satisfaction among DADS' clients. Respondents were found to be highly pleased with the services received. The highest level of satisfaction were found with regard to transportation: 97% responded "yes" to the question, "Overall, are you satisfied with the person who arranged the services you received." Satisfaction was also high with home delivered meals (91%), benefits/legal assistance (82%), and care coordination (77%).

## Satisfaction with Specific Aspects of Service

Respondents were also asked about specific aspects of each service. Their responses reveal high levels of satisfaction.

**Home Delivered Meals:** According to home delivered meal clients, the delivery person was friendly (99%), the temperature of the meals was satisfactory (92%), there was enough food (86%) and the deliveries were on time (84%). The taste of the meals was rated only slightly lower (rated good by 68%). Comments on how to improve meals mainly included requests for meals for diabetics (no sugar), more variety and flavorful (more seasoning) meals, more salads, and better food overall. A total of 78% indicated someone had mentioned they could make a donation toward the meal if they wanted. As a result of getting home delivered meals, 91% reported they have been able to maintain their independence.

**Transportation:** Clients of the transportation program also appear very satisfied with specific aspects of the service. They indicated that the driver was friendly (99%), drove safely (100%), and the rides came on time (86%). A total of 80% reported rides were available when they needed them, and 14% reported they were "sometimes" available when needed. A total of 50% indicated someone had mentioned they could make a donation toward the ride if they wanted. A total of 91% were better able to maintain their independence as a result of getting rides.

**Care Coordination:** Care Coordinators also received good ratings of satisfaction, especially with regard to being friendly (94%), and providing services in a reasonable amount of time (85%). Understanding clients' needs (78%) and explaining services clearly (76%) also rated high. Some clients (13%) did not feel involved in planning and choosing which services to receive (69% said they were involved). More than half (56%) reported someone followed-up with them to see how they were doing, 90% said it was important that they received these services and 90% would call again if they needed assistance.

# Significant Findings

**Benefits Counseling/Legal Assistance:** Clients felt the person listened to them and understood their needs (92%), that they got useful information (80%), and received information in a reasonable amount of time (87%). 91% reported the person was knowledgeable, 97% said they were courteous and professional. 82% are satisfied with the help they received. 68% said the service helped them resolve their issue. A majority, 86% would call again if they needed help.

## **Suggestions for Improvement**

Clients were asked for their suggestions for ways to improve services. Most of the respondents are extremely satisfied and like the services just as they are. A few people made suggestions. Some specific suggestions included requests for meals for diabetics, more flavorful meals and more salads (meals), more drivers, arrive on time, operate on Saturdays and Sundays, and more buses (transportation), need service for a longer period, need help cleaning, need home delivered meals, inform people the services are available (care coordination) and inform people about the services, provide more funds for prescriptions, need bilingual staff, and faster response (benefits counseling/legal assistance).

## **Impact of Services**

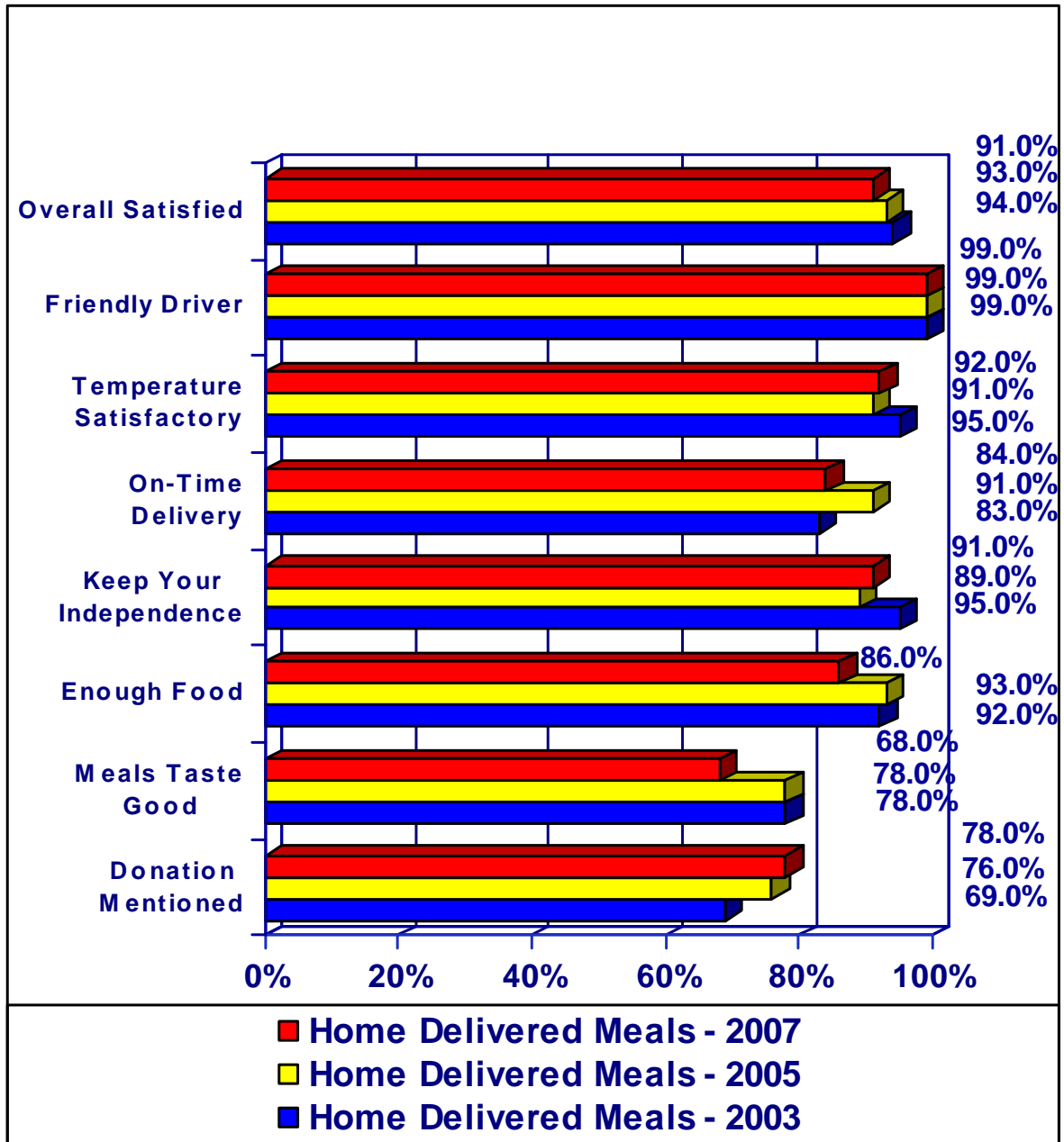
One of the most important findings of this study is the impact these services have on clients. Clients regard these services as very important to their lives (rated as important by 76% to 91% for all services) and as being instrumental in helping them maintain their independence. Transportation and home delivered meals are perceived as having the greatest impact on helping older persons remain independent: 91% of transportation recipients reported that as a result of getting the rides, they are better able to maintain their independence as well as home delivered meals. 76% reported being able to maintain their independence due to receiving care coordination. A total of 95% of those receiving benefits counseling/legal assistance said that it was important that they received this help.

Specific aspects of independence were also assessed in some cases. Care coordination is critical to the respondents in being able to live where they choose. In fact, 70% of case management respondents reported if they had not received these services, they would have to choose alternative housing like a nursing home or somewhere else to live. Most transportation clients (98%) indicated it is easier to get where they need to go as a result of getting rides.

# Texas Department on Aging Customer Satisfaction Survey

## Home Delivered Meals

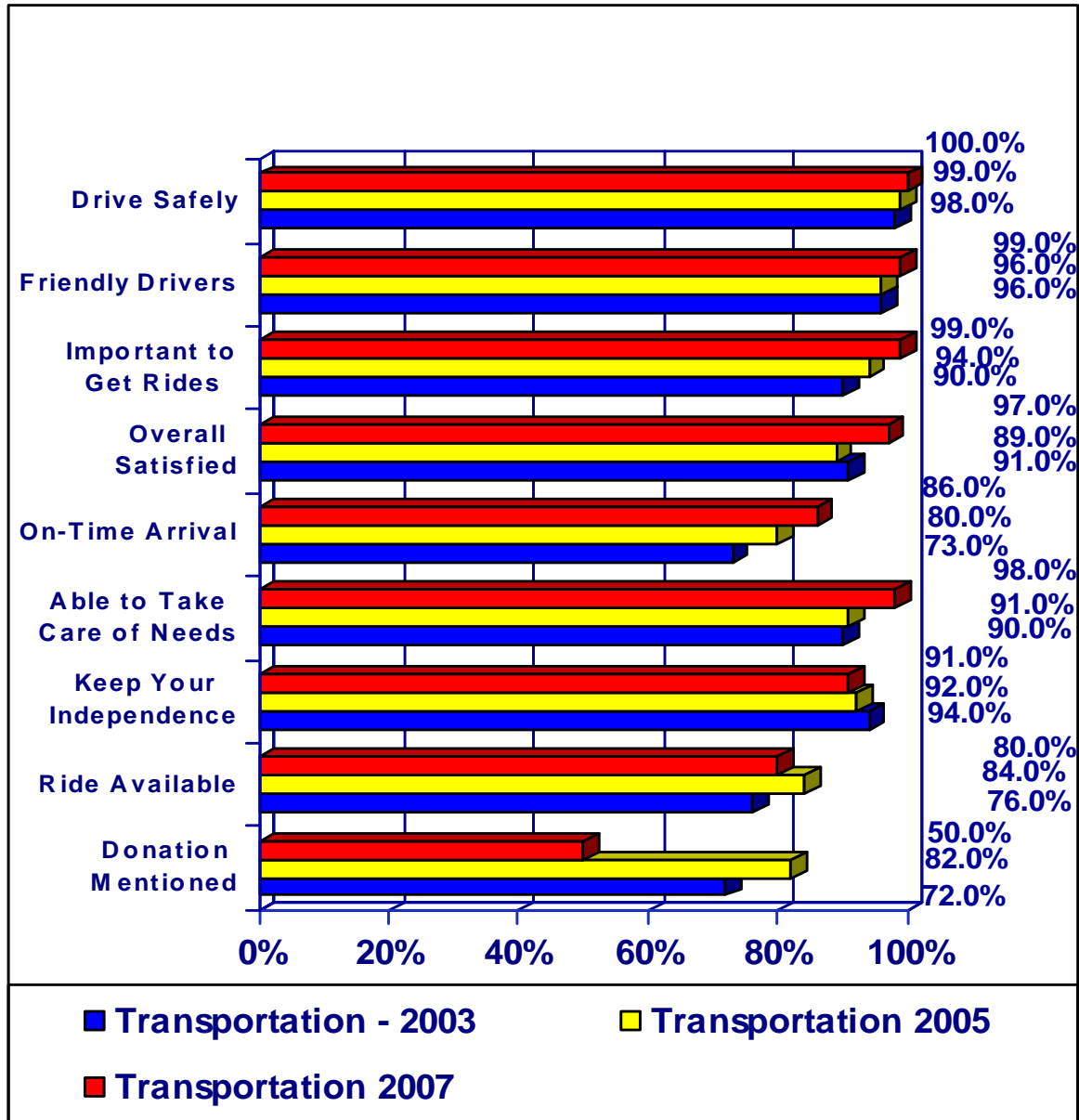
**Percent Responding “Yes” to Each Issue Listed in the Chart Below**



# Texas Department on Aging Customer Satisfaction Survey

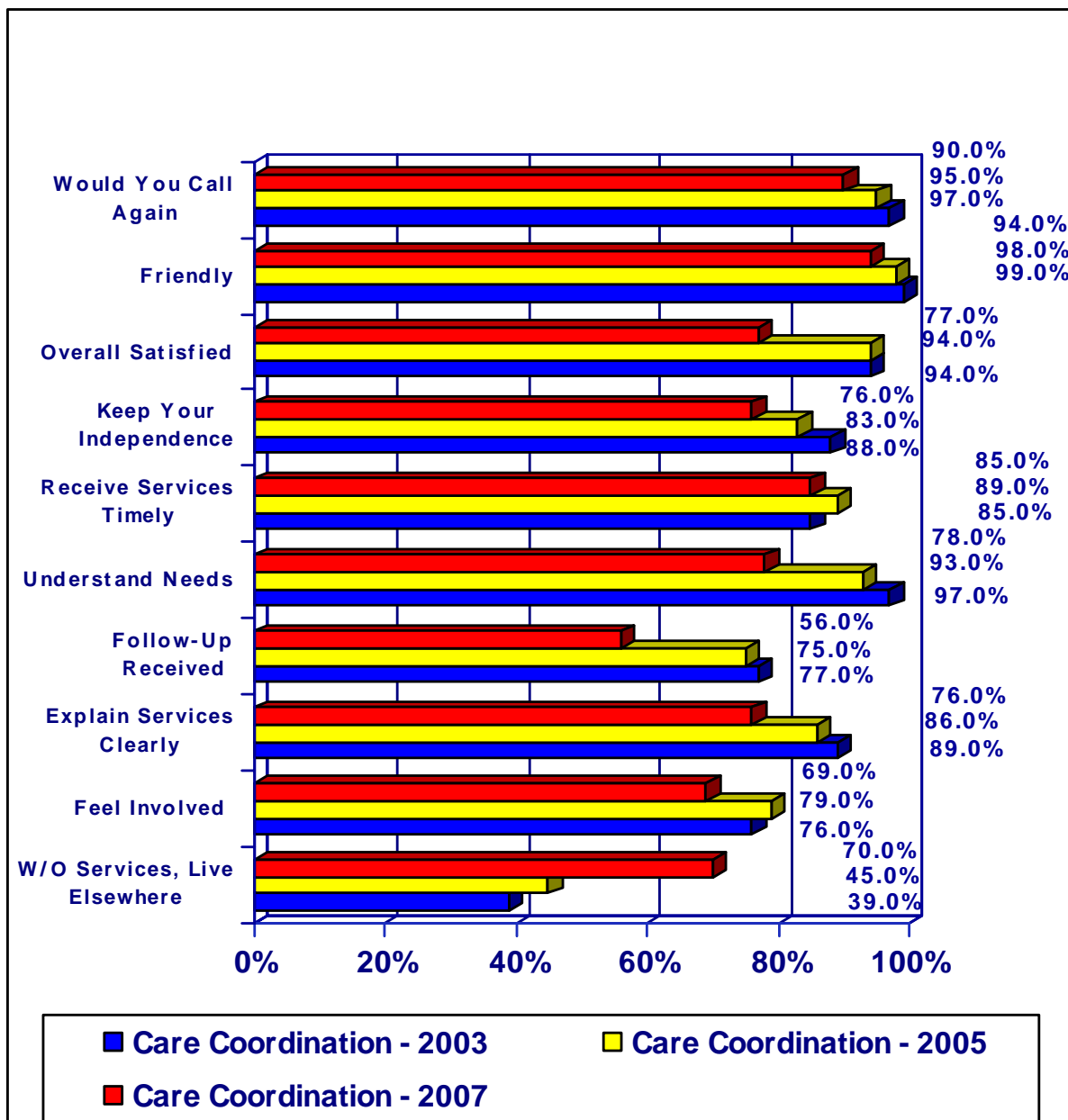
## Transportation

Percent Responding “Yes” to Each Issue Listed in the Chart Below



# Texas Department on Aging Customer Satisfaction Survey Care Coordination

**Percent Responding “Yes” to Each Issue Listed in  
the Chart Below**





# Texas Department on Aging Customer Satisfaction Survey Benefits Counseling/Legal Assistance

**Percent Responding “Yes” to Each Issue Listed in  
the Chart Below**

