

Alerting Employers to First Survey

A key to the success of the customer satisfaction survey is alerting potential respondents that the survey is coming, explaining the purpose of the survey, and requesting their cooperation. This information can be particularly effective if conveyed at a time when you have had recent contact with the customer.

Sub-grantees will deliver a survey to each qualified employer at the time of the employer's first placement in a 12-month period. Since sub-grantees will know which employers they have provided substantial service to at the time of the placement, they will know which employers will be receiving the survey. Furthermore, since only those employers who receive active placement assistance from the sub-grantee are qualified for the survey, sub-grantees can easily inform the employer at the time of the placement that the survey will be forthcoming.

Sub-grantees should be sure to cover the following points with each qualified employer at the time of the placement:

- I will be staying in touch to see how things are going
- I will call you in about x days to arrange a visit (or to touch base with you if a visit is not feasible)
- We are very interested in your evaluation of our services
- We will be asking you to complete a short, confidential survey to tell us about your experience with our services
- The survey is processed by a third party to ensure the confidentiality of your responses
- We will use the summarized survey information to improve our services to our customers, including employers like you

Remember that an employer only gets one survey in a 12-month period. The *Pending Employer Survey* management report will list an employer that should receive the survey as soon as the placement with that employer is entered into SPARQ. If the sub-grantee is not sure at the time of placement if an employer that is otherwise qualified for the survey has received a prior survey within the last 12 months, it can tell the employer that it may be chosen to receive the survey.