

# Shellfish Licensing and Certification Section 2017 Customer Satisfaction Survey Results



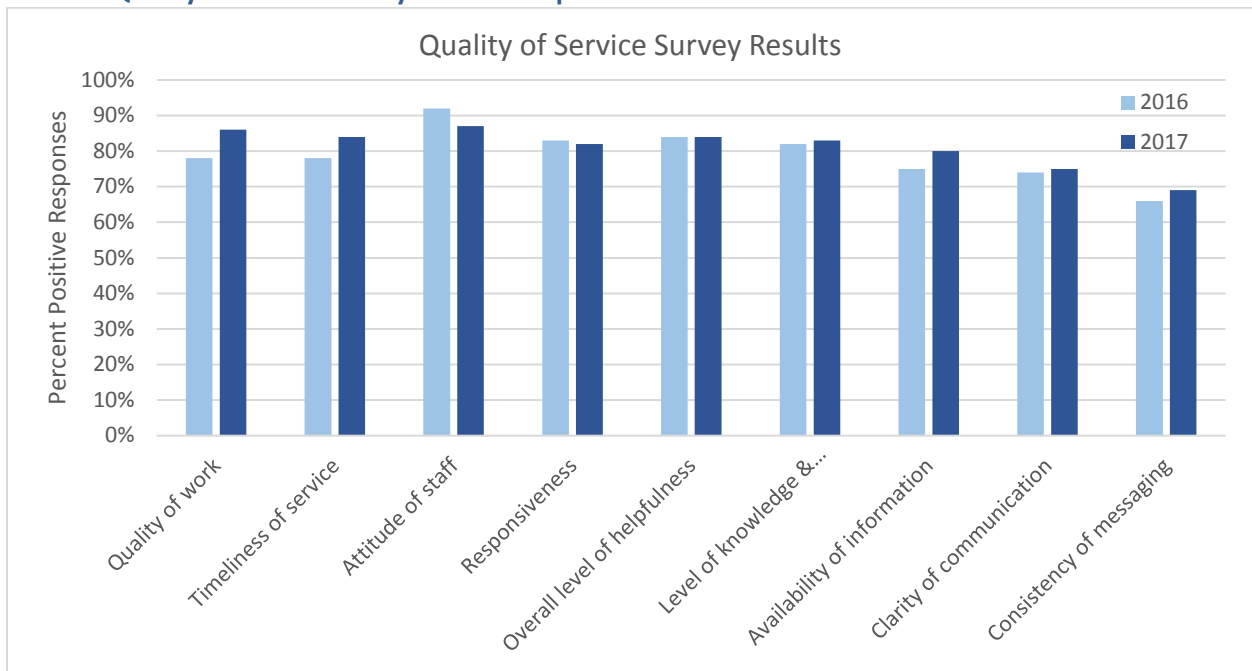
The Department of Health's Shellfish Licensing and Certification (L&C) Section strives to strengthen our culture of continuous quality improvement by providing high-quality customer service to the shellfish industry. To assess our current effectiveness and identify areas for improvement, we conducted a survey in 2017 to measure customer satisfaction among licensed shellfish harvesters and dealers. Ninety-two individuals completed the survey. The purpose of this document is to summarize the results of the survey and provide an outline of our future efforts to improve customer service.

## Survey Results

Overall the survey results were positive with most respondents indicating satisfaction with the level of service they receive and believing that service has improved. The majority (58%) of respondents believe that service is getting better with only 4% of the respondents indicating that service is getting worse. There has been a slight (7%) increase in the percent of respondents that think service is getting better compared to the 2016 survey results.

We also asked licensees about the quality of service provided by L&C Section staff. The chart below shows how the 2017 survey responses compare to 2016 in terms of the percent of positive responses to each aspect of customer service. With respect to changes from 2016, there has been the greatest improvement in **quality of work**, **timeliness of service**, and **availability of information**. These three aspects were in the Areas of Improvement from the 2016 report. There was a 5% decrease in positive responses to **attitude of staff**, although this area still ranks high overall. **Clarity of communication** and **consistency of messaging** continue to be the areas with the least positive responses. In 2017, all areas averaged at least a 4 on a 5 point scale in 2017.

**Chart 1: Quality of service survey results compared between 2016 and 2017**



Program areas within the L&C Section were evaluated based on how important they are perceived to be and how satisfied licensees are with the level of service they receive for each program area. Overall respondents rated all program areas highly in terms of importance and satisfaction. The ***Vibrio parahaemolyticus*** program area was rated the highest in terms of importance and satisfaction, while **export certification** was rated lowest in terms of importance, and **enforcement** was rated lowest in terms of satisfaction with service (see Table 2). Compared to the previous year, there was a 10% decrease in satisfaction with **export certification**. **Enforcement, permitting, and *Vibrio parahaemolyticus*** have seen an increase in positive responses from 2016 to 2017.

**Table 2: Program Area Survey Results**

Program Area	Importance of Program		Satisfaction with Service	
	Percent positive responses	Average rating (5 point scale)	Percent positive responses	Average rating (5 point scale)
Biotoxins	86%	4.4	84%	4.3
Enforcement	79%	4.2	62%	3.7
Exports	63%	3.8	63%	3.9
Harvest site certification	83%	4.4	80%	4.2
Illness investigation	80%	4.3	72%	3.9
Inspection	72%	4.1	79%	4.1
Licensing	79%	4.3	77%	4.1
Permitting	67%	4.0	71%	3.9
<i>Vibrio parahaemolyticus</i>	89%	4.5	84%	4.2

### Areas of Improvement and Outcomes

Based on the results of this survey, the L&C Section will focus on improving the **clarity of our communication** and **consistency of messaging** since those continue to be the two areas with the lowest overall ratings. Since there was a 5% decrease in the **attitude of staff** positive responses we will also focus on improving this area.

A number of respondents provided comments for the open-ended question “Do you have any additional suggestions for improving our programs and services?” Suggestions for improvements were categorized based on program area or topic to help identify how the L&C Section can improve customer service and make our program areas stronger. The results of this survey will be used to update and refine our section’s strategic and operational plan for the current 2016-2018 and develop ideas for our 2018-2020 plan. Some of the activities currently in our plan that relate directly to the feedback we received include the following:

Area of Improvement	Related Activities in L&C Section Work Plan
Clarity of communication	<ul style="list-style-type: none"> <li>- Develop and revise web content.</li> <li>- Develop and/or update standard operating procedures for all program areas.</li> </ul>
Consistency of messaging	<ul style="list-style-type: none"> <li>- Increase supervisor ride along inspections.</li> <li>- Increase maintenance inspection frequency, communication, and field time.</li> </ul>

We will administer this survey annually and track and compare the results. With the mindset of continuous improvement, we will continue to seek feedback from our staff and the industry to be as efficient and effective as possible. Licensees are encouraged to contact us if at any time an issue is not being resolved to your satisfaction. Please email the section at [shellfish@doh.wa.gov](mailto:shellfish@doh.wa.gov) or call 360-236-3330 and we will be happy to assist you.

For people with disabilities, this document is available on request in other formats. To submit a request, please call 1-800-525-0127 (TDD/TTY call 711).