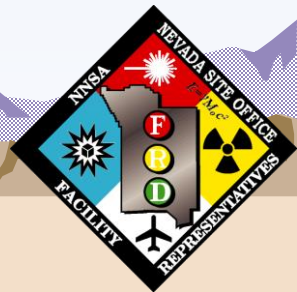


Test Your Knowledge About Customer Surveys!

Dennis Armstrong
Nevada Site Office
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Customer Surveys

- Pointers (What Things You Want To Know)
- Types of Media Options
- Employee/Customer Survey Topics (wants)
- What you don't know will hurt you! – Miswording
- Results

Pointers

1. Should surveys rate: truth, liking, knowledge, agreement or some other dimension?
2. Should there be a neutral or "I don't know" point?
3. Should there be a limit on the time or number of questions in a survey?
4. How do you know if your overall survey scores are high or low?

Why Did FRD Conduct a Survey?

- Survey Conducted for FRD Customers
 - AMSO is a new organization of NSO
 - Acquired FRD, FEIMD, and OMD
 - Need to understand current relationships
 - FRD took lead in conducting survey
- For FRD, chance for feedback and improvement
- Surveyed NSO Mgr & AMs, BN, Labs, DTRA

Types of Media Options

- Paper surveys
- Web-based Internet surveys
- Telephone Interviews

Employee & Customer Survey Topics

Autonomy	Benefits	Career Development
Climate	Communications	Company Behavior
Company Image	Compensation & Pricing	Competitive Position
Control Systems	Creativity	Culture
Customer Loyalty	Customer Service	Diversity
Employee Values	Ethics	Health
Job Satisfaction	Job Training	Life Balance
Management Style	Morale	Organizational Structure
Performance Evaluations	Policies	Pricing
Productivity & Product Delivery	Products & Services	Professional Conduct
Profit Improvement	Project Management	Quality
Recognition	Safety	Sales Assistance
Sexual Harassment	Short and Long Term Goals	Social Activities
Supervision	Teamwork	Values
Vision	Work Life	Working Relationships

What you don't know will hurt you!

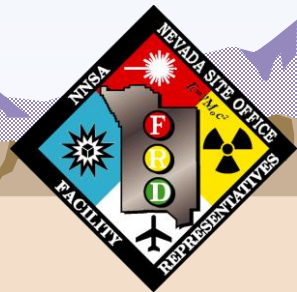
Miswording

Wording of survey questions can influence answers!

Example: "I can always talk to my supervisor about work-related problems."

Problem: Terms such as "always" and "never" will bias the response in the opposite direction.

Result: Data will be skewed.



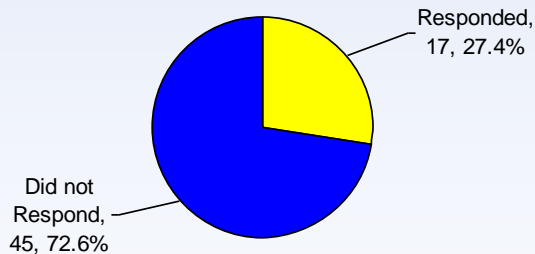
FRD Survey Questions

1. Establish or improve communication
2. Improve relationship
3. What major functions need improvement?
 - a) Propose a solution
4. How can FRD help?
5. What needs to be done for success?
6. Open forum

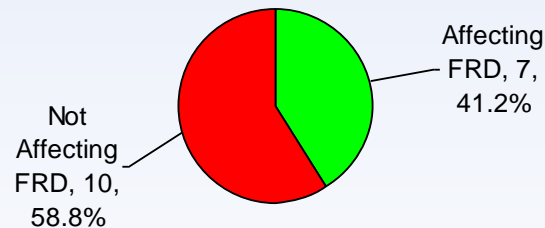
Results Impacting FRD

FRD Survey Results		
Surveys Sent	Total	62
	Responded	17
	Percent Respond	27
Surveys Responded	Total	17
	Affecting FRD	7
	Not Affecting FRD	10
Answers aff. FRD by Type	Total	11
	Areas Identified for Improvement	4
	Enhance Quality	7

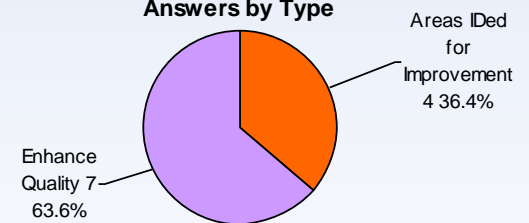
Surveys Replied To



Breakdown of Surveyees



Answers by Type



Lessons Learned

Areas Identified for Improvement:

- Perception of Quotas for Issues Tracking
- FR should not surprise Contractor/
Laboratory Senior Management prior to issue
being raised; prior discussion will be held

Corrective Action Plan (CAP)

- 11 Comments directly affecting FRD
 - 7 comments were deemed “in compliance” or not an FRD function
 - 2 comments closed at FRD retreat
 - 2 comments to be closed by June 30, 2004
- Quotas are not used for issues tracking
- Senior meeting held with FRs, Labs, AMs to discuss values & responsibilities of FRs and need for contractor response to FR concerns
- Seeking to improve verbal communications

Summary

1. Follow key pointers
2. Lots of topics
3. Wording of questions crucial
4. Easy to tabulate results
5. Follow through

Questions?