

Measuring Customer Satisfaction in the Public Sector

**Quick: On a 1-10 Scale, How Well Is
Your Department Delivering on its
Customer Service Quality Promise?**

When: June 17, 8:30-3:15

Where: Virtual, via Zoom

The only way to answer this question is to actually ask your customers! But, in an age where our customers are overscheduled and overworked, how should we assess their level of satisfaction with our service?

Attend the June 17th **Measuring Customer Satisfaction in the Public Sector** to find out how to do customer assessment right!

In this virtual session, we'll explore the "whys" and "hows" of customer assessment and identify some practical ways for you to build customer assessment into your agency's everyday operations. Some of the topics we'll explore during this session include:

- Methods for capturing the voice of the customer
- Steps for conducting a customer assessment
- The three core methods of customer data collection
- What questions to explore with your customers
- Developing *great* questions that are simple, clear, focused, and which generate actionable information
- Analyzing your data: telling a story based upon your results
- The role that social media can play in customer assessment

Attend this workshop with a readiness to create a plan for customer assessment that helps drive your customer service and business decisions.

Counts as a Quantitative Methods elective in the Certified Public Manager Program®



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