

Customer & Employee Satisfaction Surveys

You don't know what you don't know.

Do you know the story your employees and customers are telling about your organization? Not knowing could cost you time, talent and money. Effectively measuring employee and customer satisfaction can provide critical insight into how well your organization operates, where there are deficiencies and where to target strategies for improvement.

The Public Policy and Management Center (PPMC) at Wichita State University serves as a trusted, third-party evaluator to streamline the data gathering process and deliver results. Measuring customer and employee satisfaction in a systemic way, the PPMC can evaluate organizational performance and deliver actionable insights that can help you transform your organization.

Satisfaction Surveys from the WSU Public Policy and Management Center Are:

- **Efficient:** PPMC researchers conduct survey research so you or your staff don't have to. Using secure online tools allows the PPMC to turn around results in 7-10 business days from the survey close date.
- **Custom:** Satisfaction surveys are built using tested, valid measurements that can be customized for your organization's needs.
- **Consistent:** PPMC researchers make comparisons of your performance at regular intervals to understand the effectiveness of your organization and establish performance standards backed by empirical data.
- **Secure & Anonymous:** All survey data collected is encrypted and stored in an industry-certified secure system. All responses are anonymous, giving employees and customers comfort to respond honestly.
- **Unbiased:** Third-party PPMC evaluators remain neutral about the organization, offering an unbiased perspective on the data.
- **Trustworthy:** The PPMC has more than 70 years of experience in providing high-quality research and organizational evaluations.
- **Applicable:** Content experts at the PPMC offer options to incorporate survey data into a variety of areas including performance reviews, policy and program development, staff training, benefit design and much more.

How are these different from the PPMC's mailed community survey projects?

- **Simpler Process:** Satisfaction surveys do not require the community engagement portion of the survey process to determine what types of questions will be asked. Satisfaction surveys also do not require the extensive research needed in larger survey projects.
- **Focused & Targeted:** The surveys are built to be focused on specific information that has been largely pre-identified in academic literature as valid and reliable to measure customer and employee satisfaction.
- **Progress Measurement:** Lower price points allow surveys to be conducted regularly, giving the organization the ability to measure progress over time.
- **Quicker Turnaround:** Satisfaction surveys can be deployed and processed digitally. Limited customization of the data collected allows researchers to process results in 7-10 business days after the close of the survey. While traditional survey processes are 4-6 months, satisfaction surveys require 4-6 weeks.

Pricing: Customer & Employee Satisfaction Survey = \$4,000

- Cost includes meetings with city staff, limited customization, marketing instruction, deployment, data analysis, a written report and a presentation of results.
- Organizations that choose to conduct the same type of survey in subsequent years will receive a discount for those surveys. Follow-up services from the PPMC after completing a survey will also be eligible for a discount.