

Alerting Employers to First Survey

A key to the success of a 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 are providing a service to the customer. Since the employer surveys will be starting sometime in August, it is important that sub-grantees begin alerting qualified employers to the survey now.

Sub-grantees will deliver a survey to each qualified employer at the time of its first placement in this program year. Since sub-grantees will know which employers they have provided substantial service to at the time of the placement, they will know exactly 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 30 days to arrange a visit
- 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
- We use the survey information to improve our services to our customers, including employers like you