

Is It Enough to Move the Mountain?

Mining for Diamonds in Patron Satisfaction Data in Your Center

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Objectives

- **Distinguish between satisfaction and engagement.**
- **Identify three ways services impact patrons.**
- **Describe two ways of communicating how a Center might work to meet an organization's goals.**



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Engagement vs. Satisfaction

Who likes to buy tires and get their oil changed?

A tale of satisfaction vs. engagement



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Examples of Questions on Satisfaction Surveys

One Survey asked the following:

- Affiliation-parent/family member, staff, other
- Overall Satisfaction with FRC Services
- Willingness to recommend to others?
- Willingness to uses again in the future?
- Easy to read information?
- Helpful in answering your questions?
- Most helpful?
- Suggestions?
- How referred?



Examples of Questions on Satisfaction Surveys

Did you find that the Information...

- helped answer your question(s)?
- was understandable?
- was useful?
- led you to other information sources?
- was provided in reasonable time?

Did you find that the staff...

- were friendly and helpful?
- provided accurate information?
- were efficient and customer focused?



Examples of Questions on Satisfaction Surveys

Did you find that the Learning Center....

- was a warm and welcoming place?
- appeals to various ages and cultures?

How did you hear about us?

Who is the information being used for?

Will you use the information to make a healthcare or lifestyle decision?


Demographics



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Examples of Questions on Satisfaction Surveys

- a. It was useful for my needs
- b. It was easy to use
- c. It increased my knowledge.
- d. It was a positive experience.
- e. It decreased my anxiety.
- f. It met my expectations.
- g. I would tell others to visit The Learning Center.
- h. It was dependable and consistent.




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Examples of Questions on Satisfaction Surveys

How helpful were the following?

- Audiotapes
- Books
- Internet for health information
- Medical journals and newsletters
- Pamphlets
- DVD/Videotapes



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Examples of Questions on Satisfaction Surveys

The staff person:

- Spent the right amount of time helping me
- Was friendly
- Was courteous
- Was respectful
- Was patient
- Was helpful
- Was knowledgeable

How did you learn about us?
How often have you used our services?




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Examples of Questions on Satisfaction Surveys

- Were our hours convenient?
- Was the staff knowledgeable?
- Was the information helpful?
- Was it received in a timely manner?
- How important are these current services?
- How important are these proposed services?
- What else should we offer?



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Examples of Questions on Satisfaction Surveys

Customer Service

Were the staff:

- Welcoming and courteous to you?
- Understanding to your needs?
- Helpful in answering your questions?
- Able to communicate with you well?




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Examples of Questions on Satisfaction Surveys

Quality of Information

- How well did the information from the Center meet your needs?
- How easy to understand was the information?
- How helpful was the information regarding your health question?
- Was the information you received well organized?



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Examples of Questions on Satisfaction Surveys

Operations

- How convenient was it to make a request?
- How was the amount of time from request to delivery?
- How are the Center's hours?
- How easy is it to find books in the Center's collection?



Satisfaction Surveys

- What do the surveys have in common?
- How do these factors affect overall satisfaction?
- What about engagement?



So What?


- Is it enough to have satisfied customers?
- Is it enough to have engaged customers?
- What are some avenues for promoting the Center's contribution to the overall facility?



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Centers' Work vs. Organizational Goals

- What are the goals of your facility?
- What are the goals of your Center?
- How can you align the two?




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Centers' Work vs. Organizational Goals

1. Use the organizational strategic direction for HCEA Hospital handout.
2. Determine how your Center can align itself in real, tangible ways.
3. Ideas must be feasible, measurable and able to be accomplished without adding staff or additional budget.




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Mining for Diamonds

How are you going to use what we have discussed when you go back to work?

- Write it down.
- Put it in your Blackberry.
- Email it to yourself.
- Narrow it to 140 characters and send it as a tweet to your colleagues.
- Put it on a big sticky note.



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Mining for Diamonds

Any Questions?

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