



STATE PRESERVATION BOARD

Report on Customer Service

June 1, 2016

STATE PRESERVATION BOARD REPORT ON CUSTOMER SERVICE

Introduction

Customer service is an important element in managing State Preservations Board (SPB) operations. There are two categories of external customers receiving services directly from the SPB. The first category consists of elected and appointed state officials, their direct staff and various support staff in the Capitol and Capitol Extension. Visitors to the Texas State Capitol, the Capitol Extension, the Bullock Texas State History Museum (TSHM), the Capitol Visitors Center (CVC), Capitol Grounds, Capitol Visitors Parking Garage (VPG), and the Texas State Cemetery are the second category.

To measure customer service, the agency uses several information gathering methods to assess agency programs. As this information is analyzed, specific feedback is forwarded to the appropriate department with the goal of continuously improving the agency's overall operations. Also, ongoing customer service classes are conducted at both the Museum and the Capitol to train front line personnel to better serve visitors. The agency has gained valuable insight both through visitor and occupant complaints, compliments, and observations on ways to better serve its customers. Below is a description of each of our customer service survey formats, survey methods, and survey results.

I. June 2014 - May 2016: State Preservation Board Programs Survey Methods

A. School Tours and Specialty Tours

The Capitol and the Capitol Visitors Center provide tours to thousands of students on field trips each school year, as well as specialty-themed tours throughout the year. At the conclusion of each tour, Visitor Services staff members offer a brief survey to tour participants, or to the lead teacher of each school group. Forms are returned, compiled, and reviewed regularly. As the surveys come in, any problems with staff or logistical set-ups are addressed and encouragements are given to staff members who have done an outstanding job. At the conclusion of each tour season, CVC and Tour Guide staff meet to discuss the season and use feedback from these surveys to make alterations and improvements to the tours. An example of these customer service surveys are included as Appendix A.

Capitol Visitor Services also utilize these surveys to make adjustments to their ongoing training programs, which emphasize excellent customer service, provide answers to common questions and issues, and even include an overview on CPR. Additionally, all permanent staff have the opportunity to become Certified Interpretive Guides. If a staff-related customer service issue arises, it is used as an opportunity to conduct one-one-one coaching with staff members.

SUMMARY OF SURVEY RESULTS

School Tours at the Capitol:

	Excellent	Good	Average	Fair	Poor	%Meets or Exceeds Expectations
Courteous	278	2	2	0	0	100%
Knowledgeable	274	8	1	0	0	100%
Effectiveness with Students	269	10	2	2	0	99%
Age-Appropriate	260	20	3	0	0	100%
Educational	261	12	3	1	0	100%
Engaging	255	22	3	1	1	99%

School Tours at the CVC:

	Excellent	Good	Average	Fair	Poor	%Meets or Exceeds Expectations
Courteous	192	20	8	0	0	100%
Knowledgeable	197	16	5	1	0	100%
Effectiveness with Students	186	22	6	3	1	98%
Age-Appropriate	198	14	4	1	0	100%
Educational	197	17	2	1	0	100%
Engaging	191	20	5	1	2	99%

Specialty Tours:

	Excellent	Good	Average	Fair	Poor	%Meets or Exceeds Expectations
Holiday Tour	32	6	2	0	0	100%
Veterans Tour	17	4	0	0	0	100%
Rest in Peace Tour	108	39	6	0	0	100%

Tour Reservations and Tour Scheduling:

	Excellent	Good	Average	Fair	Poor	%Meets or Exceeds Expectations
Convenience	171	15	1	0	0	100%
Quality of Communication	172	12	2	0	0	100%
Clarity of Pre-Tour Materials	167	15	2	1	0	99%

Measures:

- Average of **100% overall customer satisfaction** by customer respondents.
- **7% suggested ways to improve service delivery.**
- For these surveys, there were **909 customer respondents** total.
- Visitors Services conduct over **10,600 tours annually.**
- Cost is approximately **\$0.50 per survey.**

B. State Preservation Board Customer Survey: Capitol, Capitol Extension, CVC, TSHM, Gift Shops, VPG, and Information and Guide Services

The agency uses a postcard-sized survey form to solicit handwritten feedback. The card is available online and is also distributed at several agency venues in order to reach a varied cross-section of our customers. The survey cards distributed in the Capitol Complex can be returned by dropping them in a return box in the CVC or the Capitol Tour Guide Office. Customers may also send these postage-paid business reply cards back to the agency via the U.S. Postal Service or via facsimile machine to 512-463-3372. The agency is in the process of making the survey form available for submission through the State Preservation Board website. An example of this customer service survey card is included as Appendix B.

SUMMARY OF SURVEY RESULTS

Capitol, Capitol Extension, CVC, TSHM, Information and Guide Services:

Measure	Excellent	Good	Average	Fair	Poor	No Opinion	% Meets or Exceeds Expectations
Personnel							
Courteous	15	1					100%
Knowledgeable	14	1				1	100%
Visibility of Employee Badge	15		1				100%
Communications							
Toll Free Numbers	4					8	100%
Hold Time/Busy	4					8	100%
Access To A Live Person	5					7	100%
Printed Information							
Brochures/Newsletters	11	3				2	100%
Signage	9	3		1	1	2	86%
Internet							
User Friendly	7					7	100%
Clear Information	7	1				6	100%
Facilities							
Appearance	11	2				1	100%
Accessibility	11	1		1		1	92%
Customer Service							
Service Timeliness	12					2	100%
Problem Resolution/Follow Up	6			1		6	86%
Complaint Resolution							
Response & Timeliness	5			1		6	83%
Overall Rating							
Satisfaction With SPB	11		1			2	100%

Gift Shops and VPG:

Measure	Excellent	Good	Average	Fair	Poor	No Opinion	%Meets or Exceeds Expectations
Sales Staff							
Prompt	10		1		1		92%
Courteous	9			1	1		82%
Knowledgeable	7	1			1	2	89%
Products							
Selection	7	2	1				100%
Quality	6	3	1				100%
Price	6	3	1	1			91%
Store							
Clean	10	1					100%
Well-stocked	9	1		1			91%
Parking							
Convenient	6	2			1	1	89%

Measures:

- Average of **95% overall customer satisfaction** by customer respondents.
- **50% suggested ways to improve service delivery.**
- For this survey, there were **22 customer respondents.**
- Combined, the Museum and the Capitol Complex average approximately **1.7 million visitors annually.**
- Cost is approximately **\$0.50 per survey.**

C. Texas State Cemetery

The Texas State Cemetery became an SPB managed and maintained property in September 2015. Currently, there is not a formal survey process for visitors to the cemetery as implementation of such a process will take time and must be handled with extreme care and sensitivity. For the purpose of this report, however, statistics have been gathered from the popular online review sites, Yelp and TripAdvisor. Both sites provide a venue for visitors to rank their experiences on a 1-5 scale, similar to the surveys implemented at other SPB properties. These sites also allow users to filter reviews based on commonly used phrases for that location. In the case of the Texas State Cemetery, common phrases included "peaceful place," "beautiful monuments," and "enjoy history."

SUMMARY OF SURVEY RESULTS

Yelp:

	Excellent	Good	Average	Fair	Poor	%Meets or Exceeds Expectations
2014	1	1	0	0	0	100%
2015	4	2	0	0	0	100%
2016	2	0	0	0	0	100%

TripAdvisor:

	Excellent	Good	Average	Fair	Poor	%Meets or Exceeds Expectations
2014	7	5	3	0	0	100%
2015	43	12	2	0	0	100%
2016	9	6	1	0	0	100%

Measures:

- Average of **100% overall customer satisfaction** by customer respondents.
- **0% suggested ways to improve service delivery**, likely because this is a customer-facing review process.
- For this survey, there were **98 customer respondents**
- The Texas State Cemetery averages approximately **120,000 visitors annually**.
- Cost is **\$0.00 per survey** since these surveys are not implemented by the SPB.

D. Facilities Maintenance for the Capitol and Capitol Extension

The Facilities Maintenance staff are arguably the largest providers of customer service to building occupants in the Capitol and the Capitol Extension. After responding to service requests ranging from small leaks to spot cleaning to temperature control, Facilities Maintenance staff sends a follow-up email to each requester with an optional online survey. The Facilities Maintenance online survey uses a simple pass/fail scale to gage customer satisfaction and it can be found here:

<http://goo.gl/forms/D41LsroJFJ>

SUMMARY OF SURVEY RESULTS

	Number Solicited	Number Responded	Pass	Fail	%Pass	%Responded
FY2014	97	32	31	1	97%	33%
FY2015	232	63	62	1	98%	27%
FY2016	81	22	22	0	100%	27%

Measures:

- Average of **98% overall customer satisfaction** by customer respondents.
- **0% suggested ways to improve service delivery.**
- For this survey, there were **117 customer respondents**
- There are approximately **1600 occupants** in the Capitol and Capitol Extension during the Legislative Session and approximately **970** occupants during non-Legislative Session periods.
- Cost is approximately **\$0.70 per survey** for solicitation and processing time.

II. Inventory of External Customers per Strategy in 2015 - 2016 General Appropriations Act

Strategy	Customer Group	Description of Services Provided
A.1.1 Preserve Buildings and Contents	<ul style="list-style-type: none"> • building occupants • visitors to Capitol, Capitol Extension, Capitol Grounds, CVC, CVPG 	Ongoing preservation of building and contents through restoration and repair to architectural components and the historical collection.
A.1.2 Building Maintenance	<ul style="list-style-type: none"> • building occupants • visitors to Capitol, Capitol Extension, Capitol Grounds, CVC, CVPG 	Ongoing preventive maintenance and repairs to buildings and housekeeping and grounds keeping services.
A.1.3 State Cemetery	<ul style="list-style-type: none"> • visitors to State Cemetery 	Ongoing preventive maintenance and repairs to buildings and housekeeping and grounds keeping services. Provide educational tours and visitor services.
A.2.1 Manage Educational Program	<ul style="list-style-type: none"> • visitors to Capitol, Capitol Extension, Capitol Grounds, CVC, including educators and schoolchildren 	Provide educational programs through interactive exhibit media at CVC and informative tours of the Capitol, Capitol Extension, and Capitol Grounds
A.2.2 Manage State History Museum	<ul style="list-style-type: none"> • visitors to museum, including the general public, educators and schoolchildren, event holders, museum members 	Provide educational content on "The Story of Texas" through a variety of program and exhibit experiences. Also serves as a venue for events.
A.3.1 Manage Enterprises	<ul style="list-style-type: none"> • visitors to Capitol, Capitol Extension, Capitol Grounds, CVC, CVPG 	provide event coordination service for event holders at the Capitol and operate enterprises, including Capitol gift shops, parking facilities, cafeteria (outsourced).
B.1.1 Indirect Administration	n/a	Administrative functions - accounting, purchasing, human resources, information resources, internal audit, etc. - to support and coordinate above strategies

III. Analysis of Results

Overall, the results of the surveys indicate customer satisfaction to be very positive. The agency had an average customer satisfaction rating that met or exceeded the expectations of 98% of respondents. From these results, SPB is looking for every possible way to continue to improve customer service in the agency's programs.

Two areas that have been noted for improvement are complaint response and resolution times, which is why TSHM has recently decided to eliminate their comment cards. The comment cards were specific to the museum and were different from the cards shown in Appendices A & B. The decision to eliminate the TSHM comment cards was made after improved training was provided to staff to be able to resolve concerns and answer questions immediately, resulting in a better guest experience overall. The new process has decreased the amount of time managers use to follow up and reply to guests without the need of pulling in additional staff or having to fill in a form and wait for a response.

Also noted was the majority of suggested improvements indicated on the State Preservation Board Customer Surveys related to signage, for which satisfaction is at 86%. In an effort to understand and surpass our customers' signage expectations, the SPB has entered the design stages for new wayfinding and Visitor Services signage at the Texas Capitol Complex.

In the future, the SPB hopes to move more surveys to an online format so as to garner more feedback at a higher response rate. Also, asking questions that require written answers may incite further suggestions for improvement and give the SPB a clear vision of our customers' needs, which is of the utmost importance. Efforts to create a formal survey process for Texas State Cemetery visitors must also be undertaken. No matter the demand, the SPB is dedicated to providing the best possible experience to each and every one of our customers on a daily basis.

Appendix A

★ Capitol Complex: School Tour Evaluation

Date of Visit: _____

Grade Level: _____

Thank you for visiting the Capitol Complex. Your feedback helps us assess the quality of our offerings.

*Please rate the following aspects of our services for the Capitol.
If your group did not have a guided tour of the Capitol, please leave blank.*

Name of Capitol Tour Guide: _____

	Poor 1	Fair 2	Average 3	Good 4	Excellent 5	
<u>Capitol Tour Guide</u>						How may we improve your Capitol tour experience? _____ _____ _____
Courteous	<input type="checkbox"/>					
Knowledgeable	<input type="checkbox"/>					
Effectiveness with Students	<input type="checkbox"/>					
<u>Capitol Tour Content</u>						_____ _____ _____
Age-Appropriate	<input type="checkbox"/>					
Educational	<input type="checkbox"/>					
Engaging	<input type="checkbox"/>					

*Please rate the following aspects of our services for the Capitol Visitors Center (CVC).
If your group did not have a guided tour of the CVC, please leave blank.*

Name of Visitors Center Guide: _____

	Poor 1	Fair 2	Average 3	Good 4	Excellent 5	
<u>CVC Guide</u>						How may we improve your CVC experience? _____ _____ _____
Courteous	<input type="checkbox"/>					
Knowledgeable	<input type="checkbox"/>					
Effectiveness with Students	<input type="checkbox"/>					
<u>CVC Activities</u>						_____ _____ _____
Age-Appropriate	<input type="checkbox"/>					
Educational	<input type="checkbox"/>					
Engaging	<input type="checkbox"/>					

Tour Reservations

Please rate the following aspects of our tour scheduling process.

	Poor 1	Fair 2	Average 3	Good 4	Excellent 5	
<u>Tour Scheduling</u>						How may we improve our reservations process? _____ _____ _____
Convenience	<input type="checkbox"/>					
Quality of Communications	<input type="checkbox"/>					
Clarity of Pre-Tour Materials	<input type="checkbox"/>					

Please return evaluation to tour guide or return by fax to (512) 305-8401. Thank you.

“Holiday Tour”

*Thank you for participating in our pilot program:
“Holiday Tour” at the Texas Capitol.*

Please take a moment to answer the following questions so
we can know how we did.

1. Did you enjoy this special tour?

1	2	3	4	5
Intensely Dislike	Dislike	Fine	Like	Really Enjoyed

2. Your Tour Guide's name and today's date.

3. What specific parts of the tour did you find interesting?

4. How would you suggest the tour be modified to improve it?

5. Would you participate in other holiday or specially-themed tours at the
Texas Capitol?

6. If so, what holidays or topics would you like to see developed?

Please drop this evaluation in the marked box at the Extension Gift Shop
or Capitol Tour Guide Office before you leave.

Thank you again for your assistance.

Appendix B



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 5462 AUSTIN TX

POSTAGE WILL BE PAID BY ADDRESSEE

TEXAS STATE PRESERVATION BOARD
PO BOX 13286
AUSTIN TX 78711-9904



	Exceeds	Moderately Exceeds	Meets	Moderately Below	Below	No Opinion
GIFT SHOP						
Sales Staff						
Prompt	<input type="checkbox"/>					
Courteous	<input type="checkbox"/>					
Knowledgeable	<input type="checkbox"/>					
Products						
Selection	<input type="checkbox"/>					
Quality	<input type="checkbox"/>					
Price	<input type="checkbox"/>					
Store						
Clean	<input type="checkbox"/>					
Well-stocked	<input type="checkbox"/>					
TOURS						
How comfortable were the tour guides with the information they presented?	<input type="checkbox"/>					
How did the frequency of tours compare to tours of other public facilities?	<input type="checkbox"/>					
PARKING						
Did you find parking convenient?	<input type="checkbox"/>					
What is the nature of your business in the downtown area? (Please fill in)						

(If returning by mail, tape here)

State Preservation Board Customer Survey

Please select the SPB facilities you have visited, occupied or the facilities at which you have had a SPB service performed.

- | | |
|---|--|
| <input type="checkbox"/> Capitol
<input type="checkbox"/> Capitol Extension
<input type="checkbox"/> Capitol Visitors Center
<input type="checkbox"/> The Bob Bullock Texas State History Museum | <input type="checkbox"/> Capitol Information & Guide Service
<input type="checkbox"/> Capitol Gift Shops
<input type="checkbox"/> Visitor's Parking Garage |
|---|--|

Please rate whether the services you received from the State Preservation Board were above or below your expectations.

	Exceeds	Moderately Exceeds	Meets	Moderately Below	Below	No Opinion
Personnel						
Courteous	<input type="checkbox"/>					
Knowledgeable	<input type="checkbox"/>					
Visibility of employee badge, name tag, or name plate	<input type="checkbox"/>					
Communications						
Toll free numbers	<input type="checkbox"/>					
Hold time/Busy signal	<input type="checkbox"/>					
Access to a live person	<input type="checkbox"/>					
Printed Information						
Brochures/newsletters	<input type="checkbox"/>					
Signs (Easy to follow)	<input type="checkbox"/>					
Internet						
User friendly	<input type="checkbox"/>					
Clear information on SPB Website	<input type="checkbox"/>					
Preservation Board Facilities						
Appearance	<input type="checkbox"/>					
Accessibility	<input type="checkbox"/>					
Customer Service						
Service timeliness	<input type="checkbox"/>					
Problem resolution/follow-up	<input type="checkbox"/>					
Complaint Resolution						
Response and timeliness	<input type="checkbox"/>					
OVERALL RATING						
Overall satisfaction with SPB	<input type="checkbox"/>					

Please give us any comments or suggestions that might enable us to better serve you.

Please provide us with your email address: _____

This survey is also available online at: www.tspb.state.tx.us or fax to SPB at 512-475-3366

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