



Executive Summary

DFS Customer Engagement Survey

OCTOBER 2023

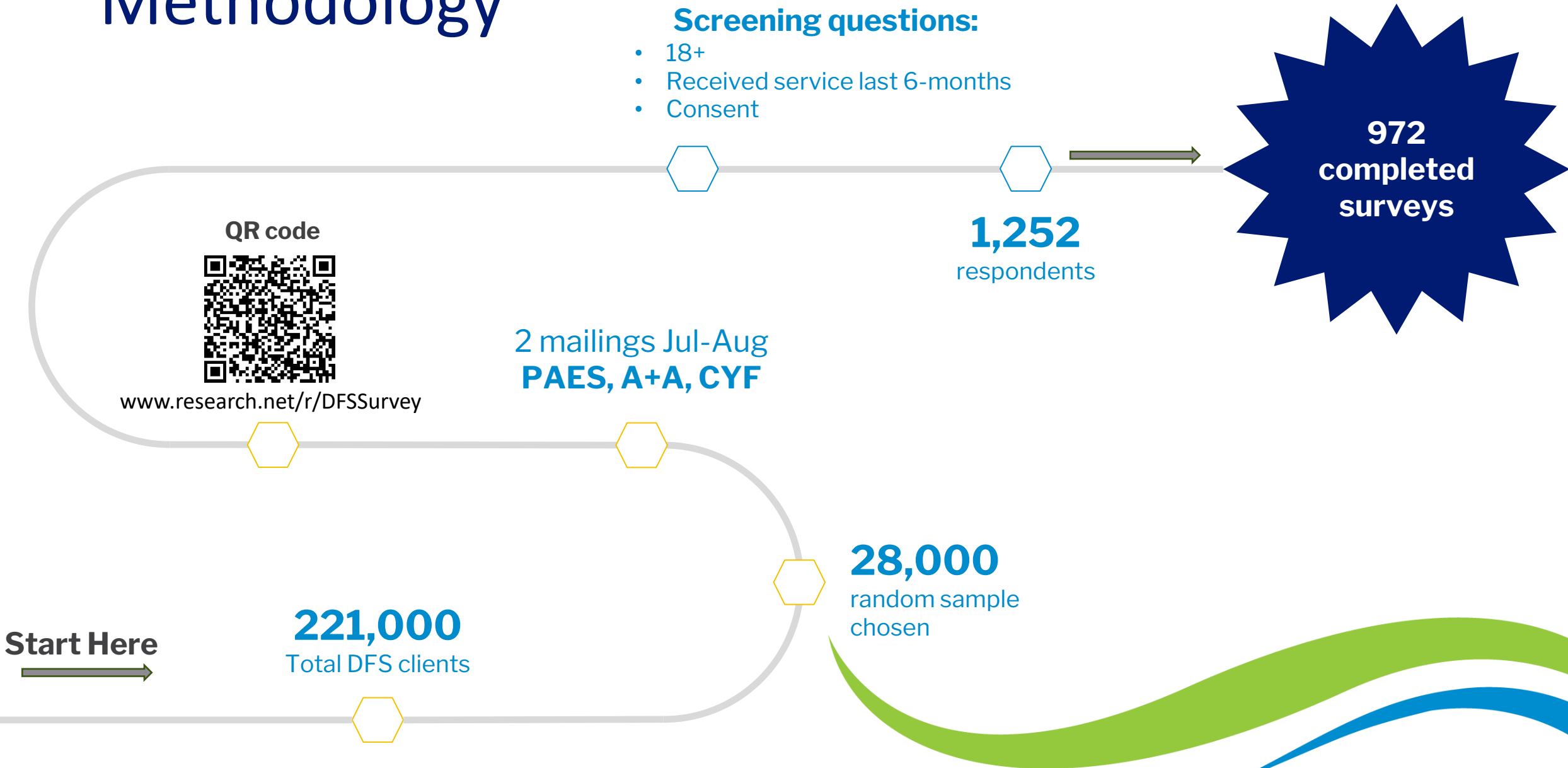


Survey Objective

- Measure satisfaction and engagement with DFS customers
- Assess how easy it is for DFS customers to get the information they need
- Assess the the effectiveness and reliability of the services
- Assess the personalization of services delivered
- Determine variations in satisfaction levels among different division
- Assess variations in satisfaction levels based on factors such as race, preferred language, age, and other demographic variables



Methodology



Response by Survey Language

Language	2023 Count	2023 Percentage	2019 Percentage Comparison
English	636	65%	95%
Spanish	252	26%	4%
Korean	39	4%	<1%
Amharic	14	1%	0%
Vietnamese	11	1%	<1%
Chinese	10	1%	0%
Arabic	8	<1%	0%
Urdu	2	<1%	0%

Questionnaire

12 Core Questions

- Satisfaction
 - Recommend
 - Easy
 - Clear
 - Informed
 - Timely
 - Prompt
 - Helpful
 - Problem solved
 - Respected
 - Helps with decisions
 - Personal circumstances
- Can I access?
- Does it work?
- Do they care?

10 Demo Questions

- Age
- Gender
- Race
- Ethnicity
- Language
- Contact mode
- Info received mode
- HH size
- Residency length
- Division providing service

Hierarchy of Customer Engagement

Do they care?

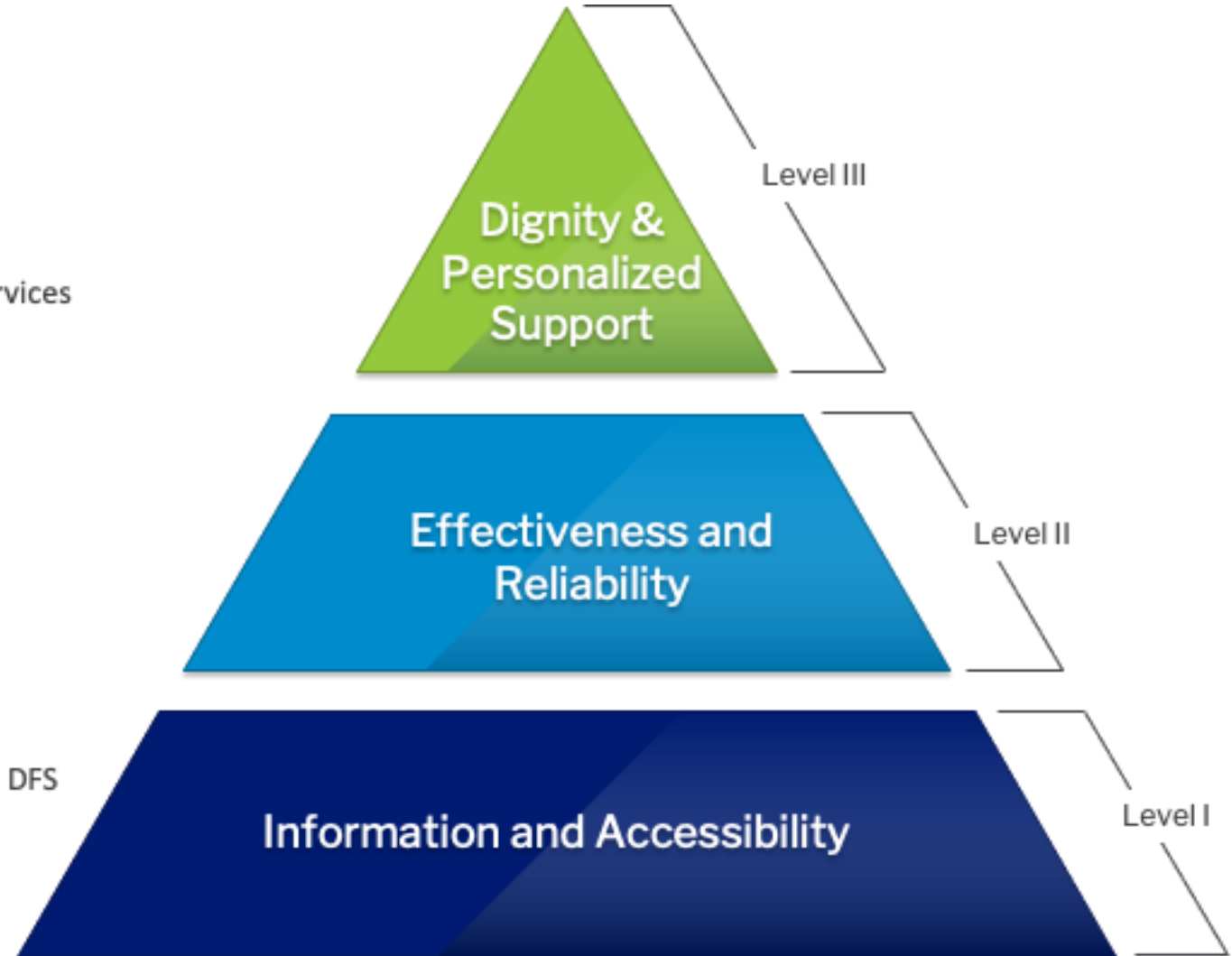
- DFS treats me with respect
- DFS helps me make important decisions in my life
- DFS takes my personal circumstances into account when providing services

Does it work?

- DFS provides service in a timely manner
- The services I received from the DFS were helpful
- If a problem arises, I can count on DFS to resolve it

Can I access?

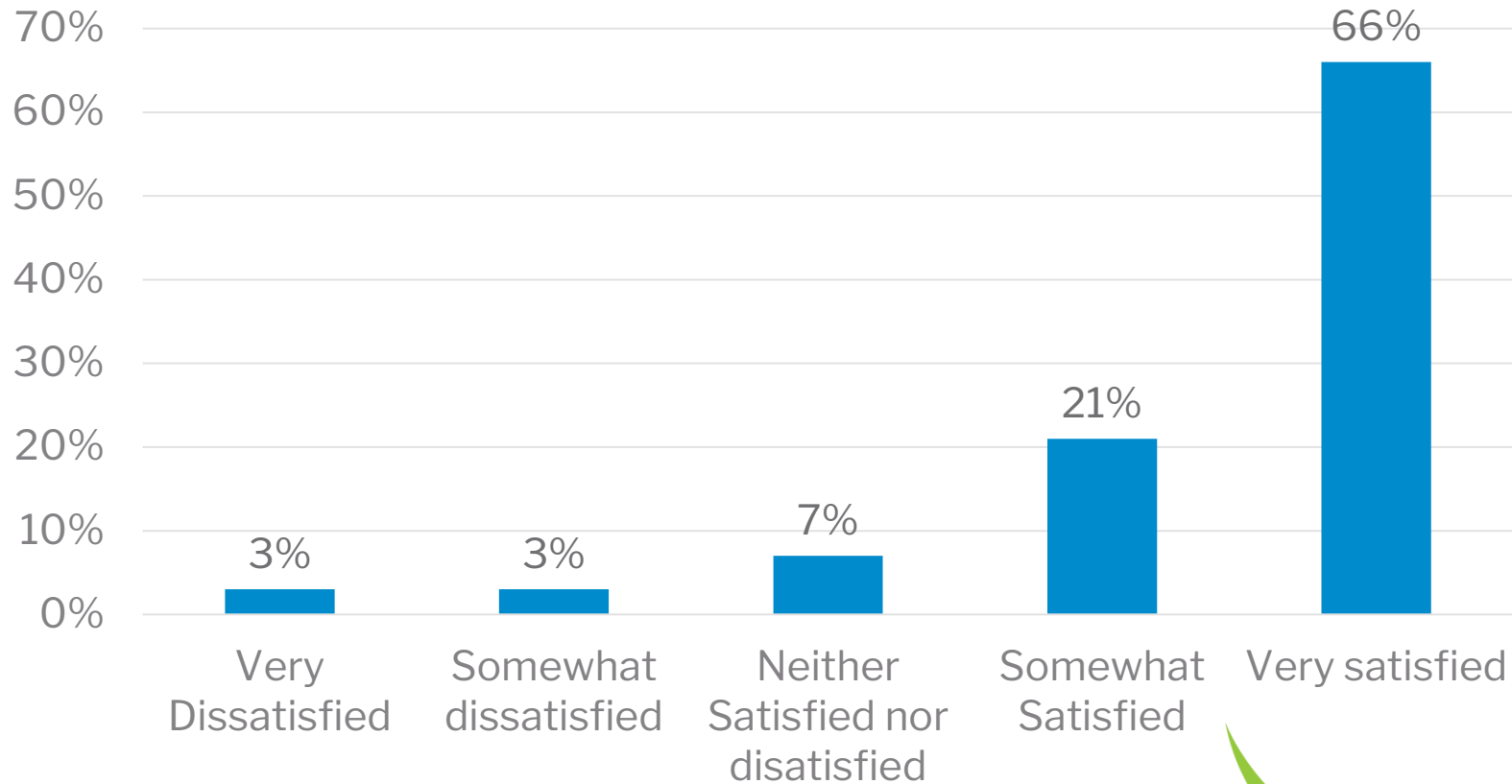
- I feel well informed about the services and resources available through DFS
- DFS provides clear explanations
- DFS makes it easy to get the help, services, and resources I need



	CUSTOMER ENGAGEMENT	Strongly/ Somewhat Agree
LEVEL I	INFORMATION & ACCESSIBILITY	
	DFS makes it easy to get the help, services, and resources I need	71%
	DFS provides clear explanations	74%
	I feel well informed about the services and resources available through DFS	71%
LEVEL II	EFFECTIVENESS & RELIABILITY	
	DFS provides services in a timely manner	75%
	The services I received from DFS were helpful	82%
	If a problem arises, I can count on DFS to resolve it	70%
LEVEL III	DIGNITY AND PERSONAL SUPPORT	
	DFS treats me with respect	81%
	DFS helps me make important decisions in my life	61%
	DFS takes my personal circumstances into account when providing services	72%

Overall Satisfaction

Customers who are **VERY SATISFIED** or **SOMEWHAT SATISFIED**
“Overall, how satisfied are you with the level of services you've received from DFS?”

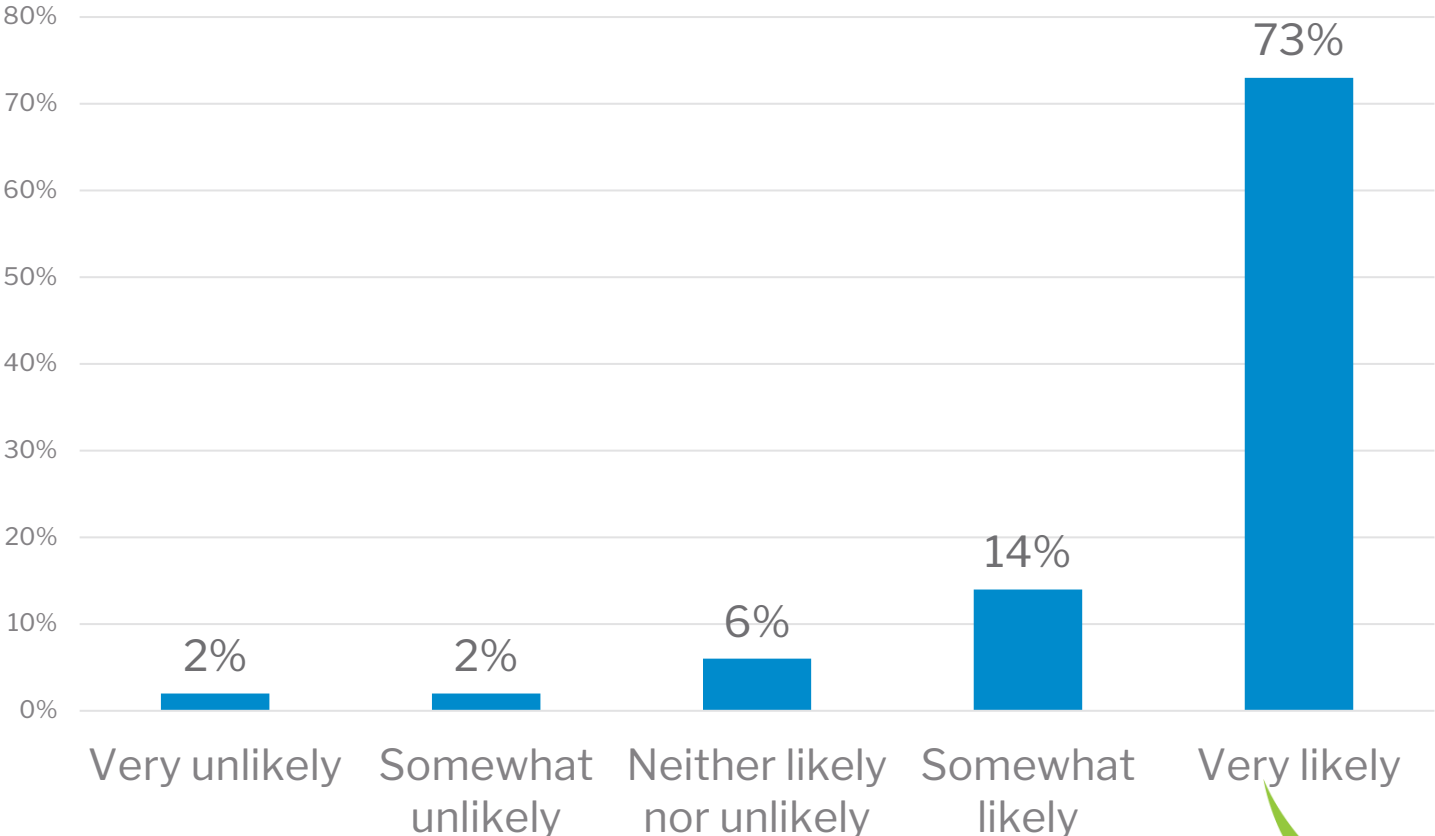


Takeaway: Improvement from 2019. 66% very satisfied compared to 43% in 2019.*

*7-point scale for 2019 survey compares to a 5-point scale. Top box were both labelled “Very satisfied”. The scale difference does not fully explain the 23% difference.

Likelihood to Recommend

"How likely are you to recommend DFS to someone in need of services?"

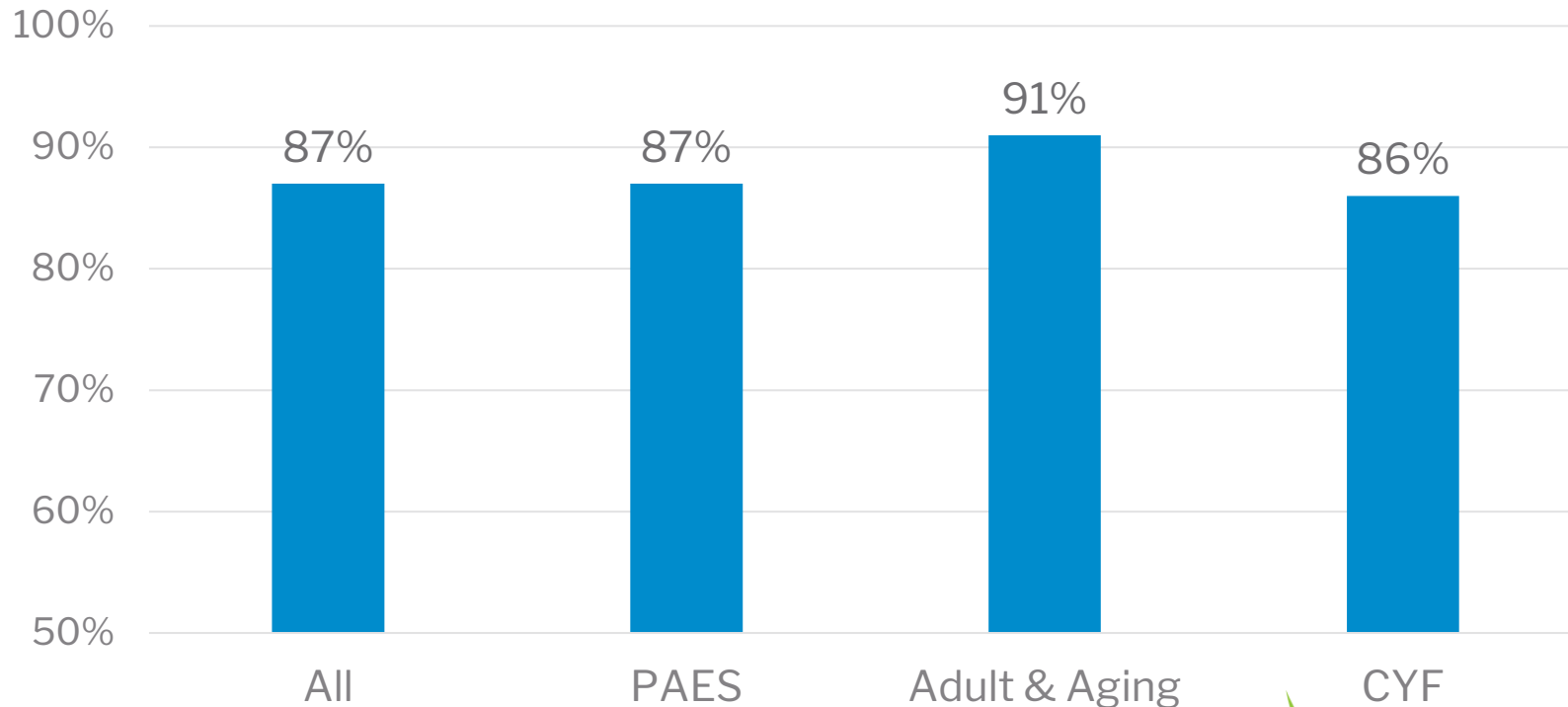


Takeaway: 87% very or somewhat likely to recommend DFS. 73% very likely is an exceptionally high score. These results indicate that DFS customers overall have strong loyalty to the DFS brand.



Overall Satisfaction by Service Provided

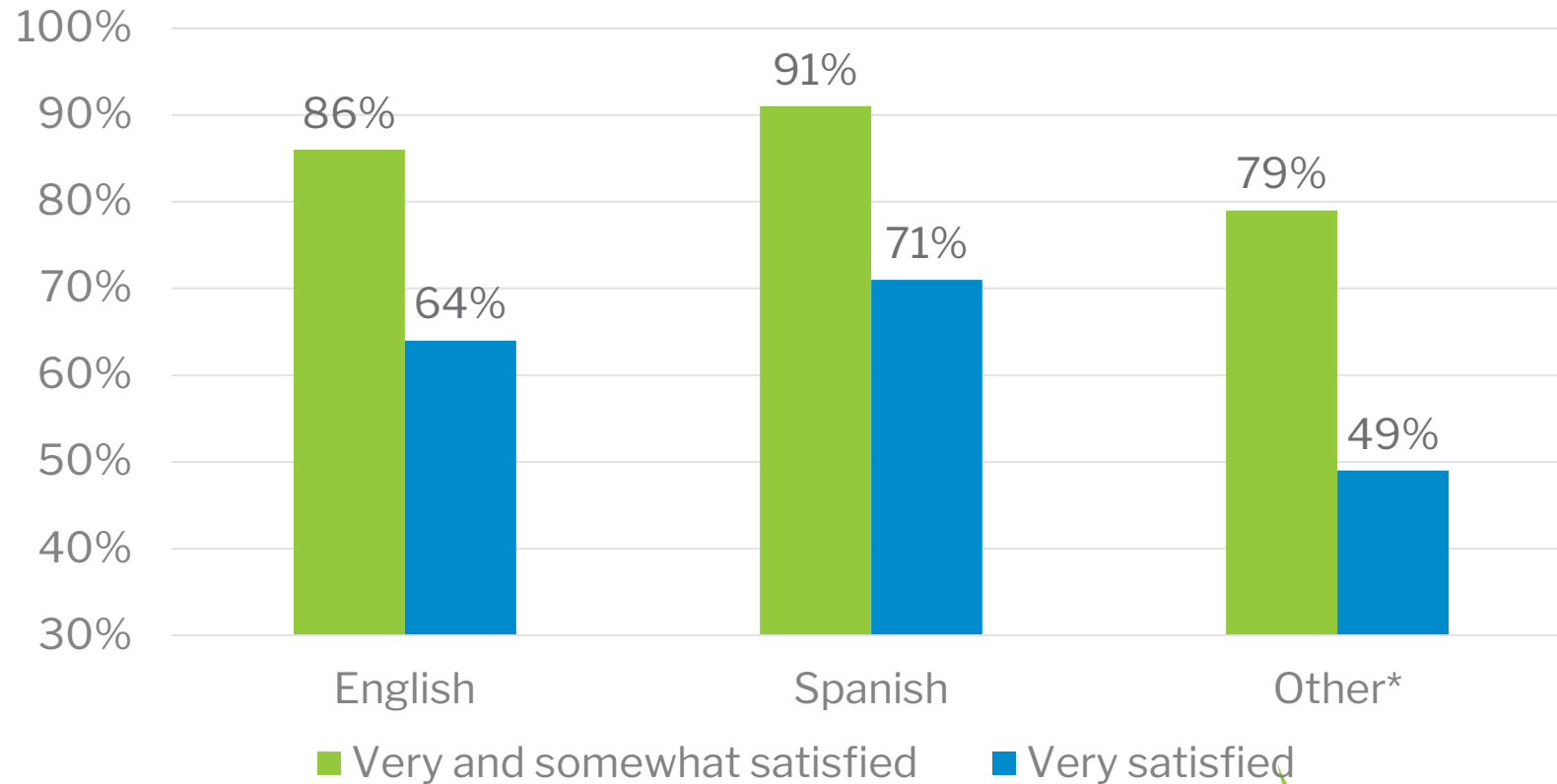
Customers who are VERY SATISFIED or SOMEWHAT SATISFIED
"Overall, how satisfied are you with the services you've received from DFS?"



Takeaway: Consistently high scores across divisions. There are no obvious weak spots.

Satisfaction by Preferred Survey Language

"Overall, how satisfied are you with the services you've received from DFS?"



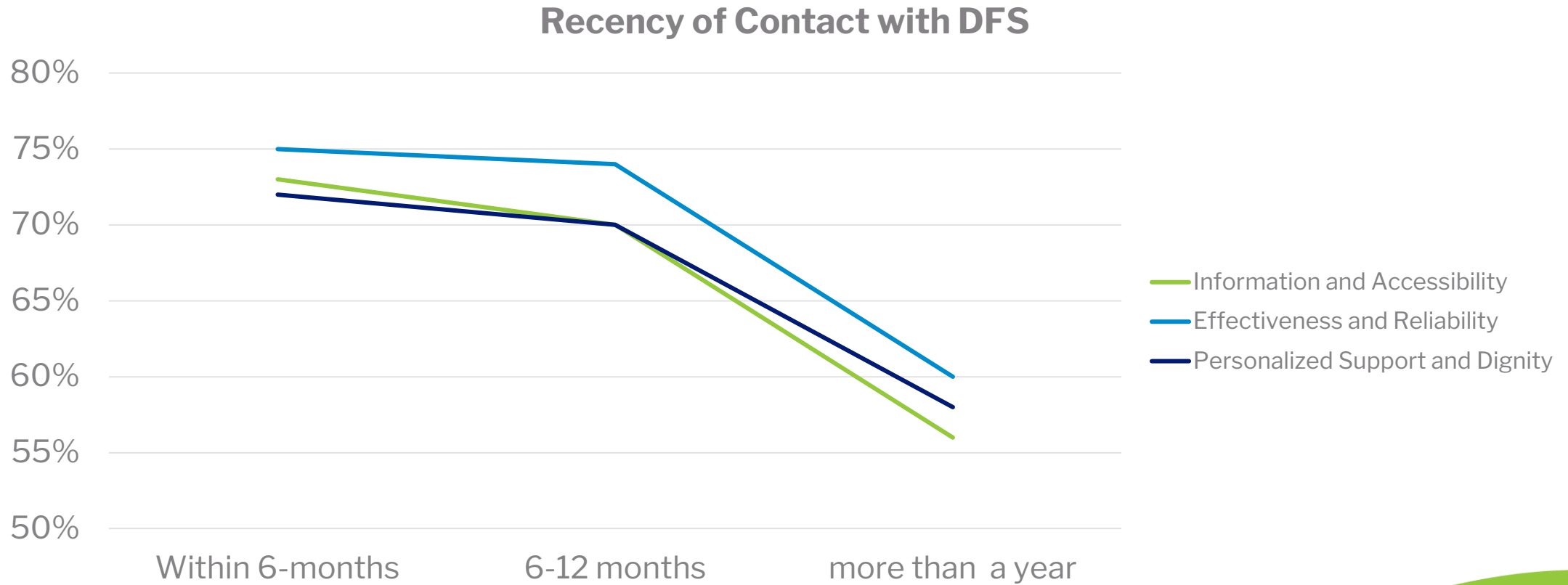
Takeaway: Spanish language most satisfied, followed by English, then other.

Consideration: Consider focus groups and additional research to identify barriers to satisfaction for “other” group.

Other: Korean, Vietnamese, Amharic, Chinese, Arabic, Urdu

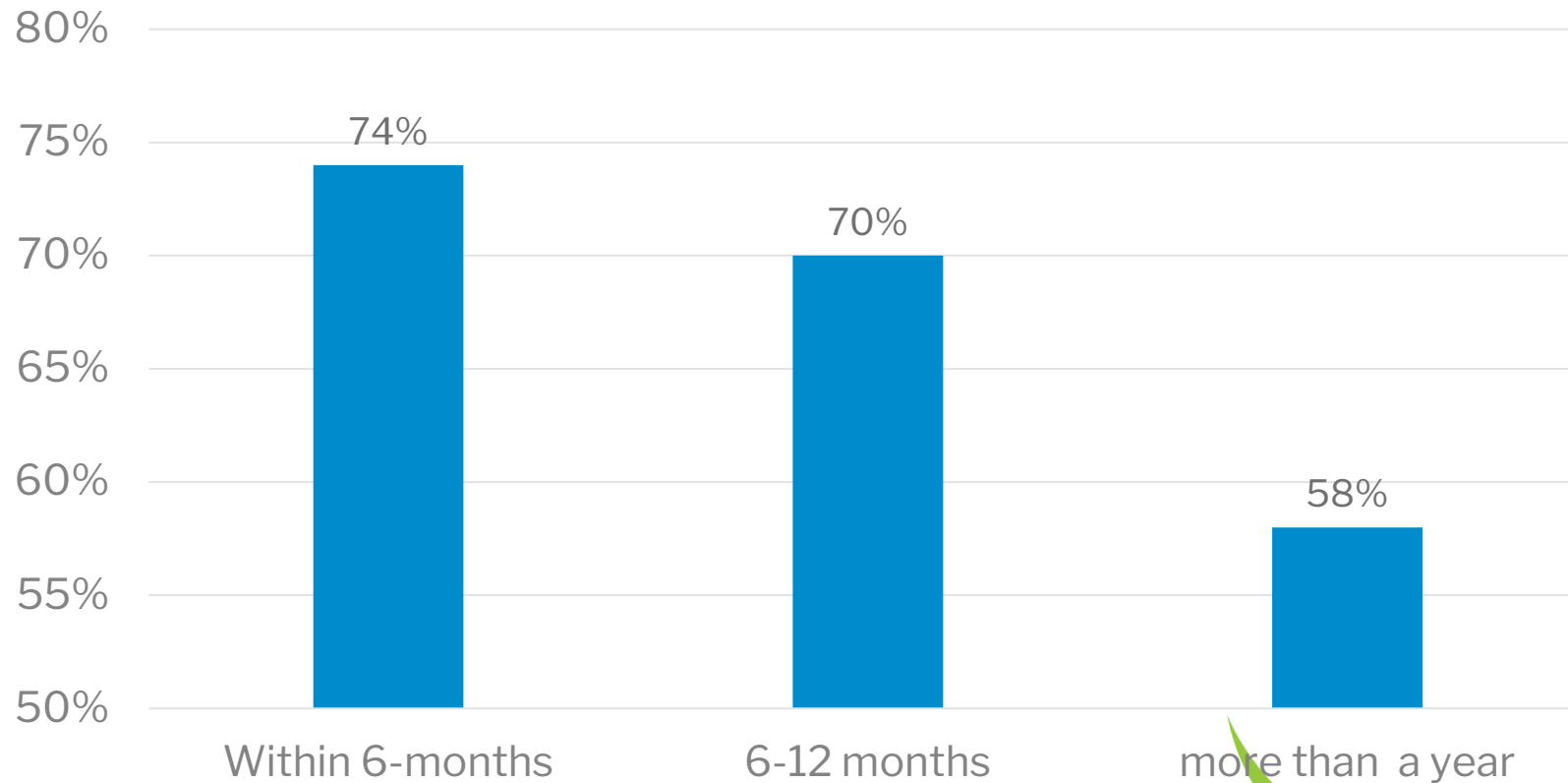
Source: Fairfax County DFS Customer Engagement Survey, 2023.

Less Frequent Contact Yields Lower Engagement



“Easy to get help” and Recency of Contact

"DFS makes it easy to get the help, services, and resources I need"

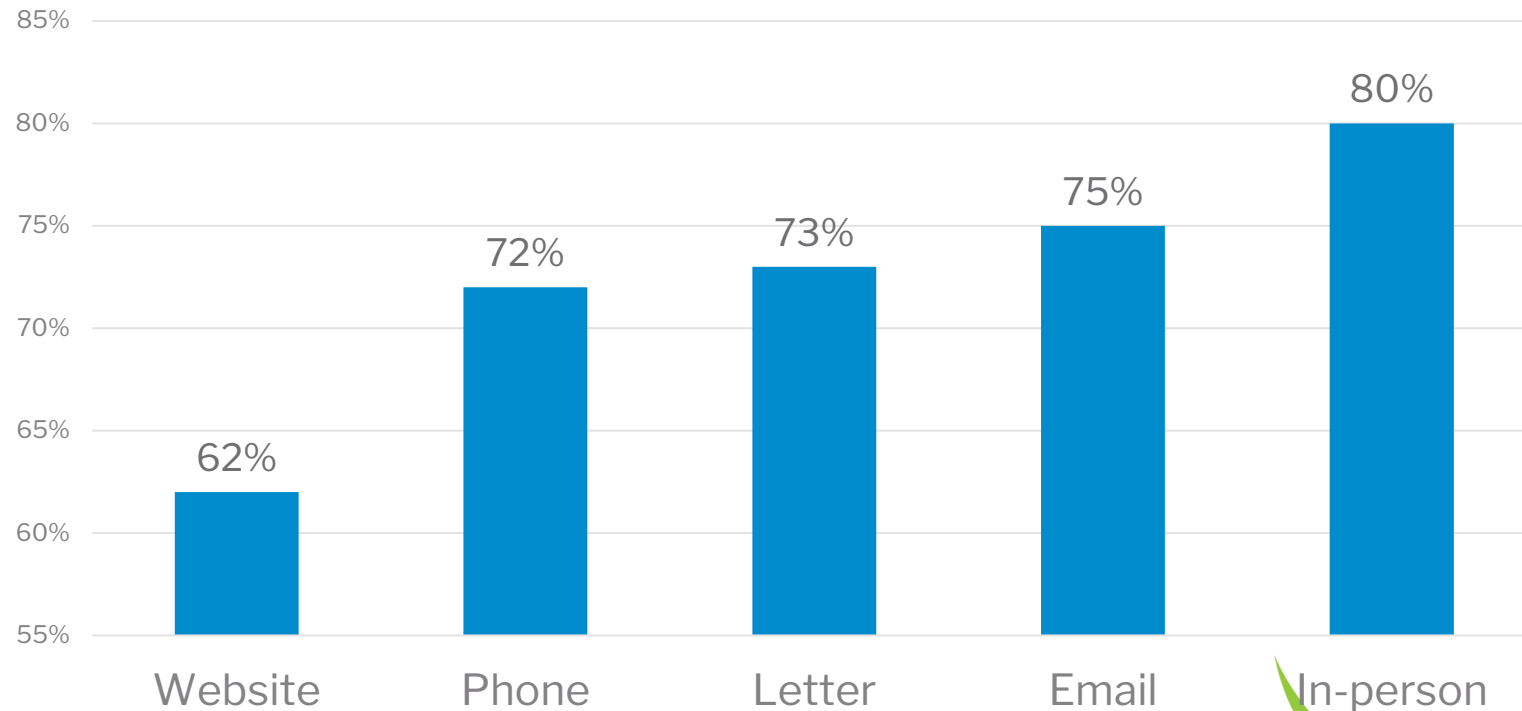


Takeaway: The more recently customers have been in contact with DFS, the more likely they are to feel it is easy getting the help they need.

Consideration: Consider ways to increase frequency of communication with customers to improve engagement.

Engagement Level by Contact Mode

Customers who **AGREE** or **STRONGLY AGREE**
“DFS makes it easy to get the help, services, and resources I need”

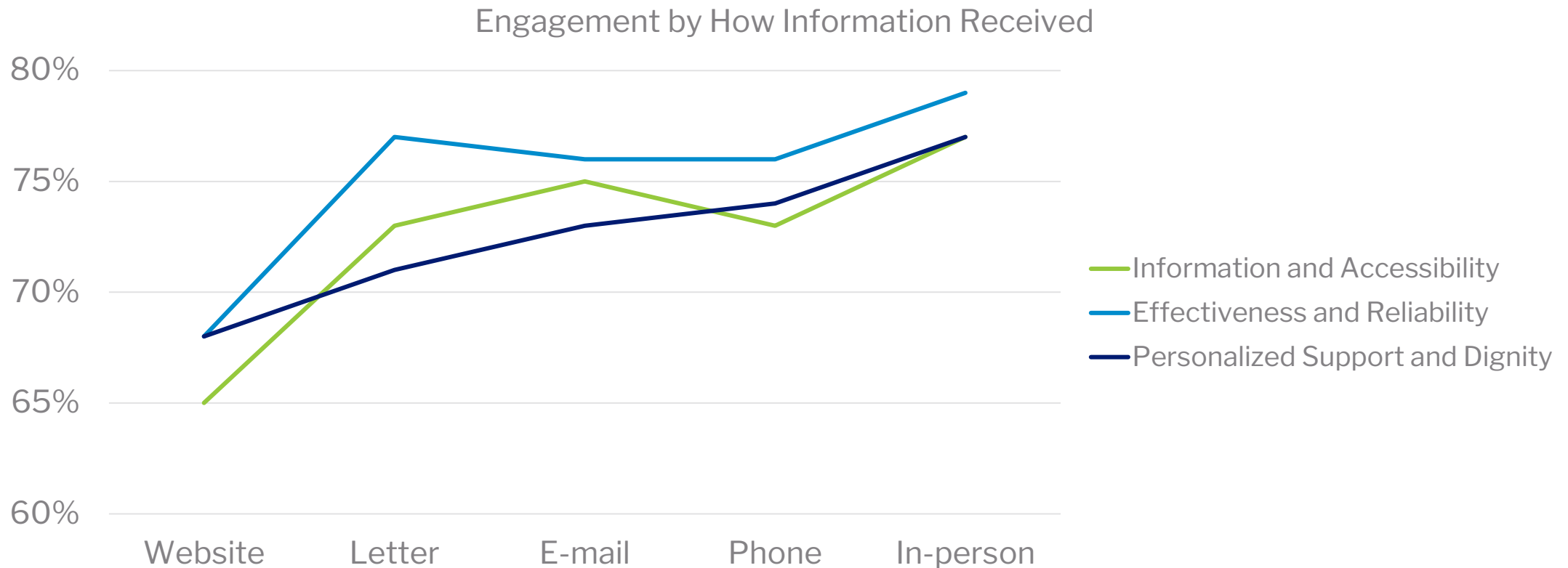


Takeaway: Customers value personalized service.

Consideration:

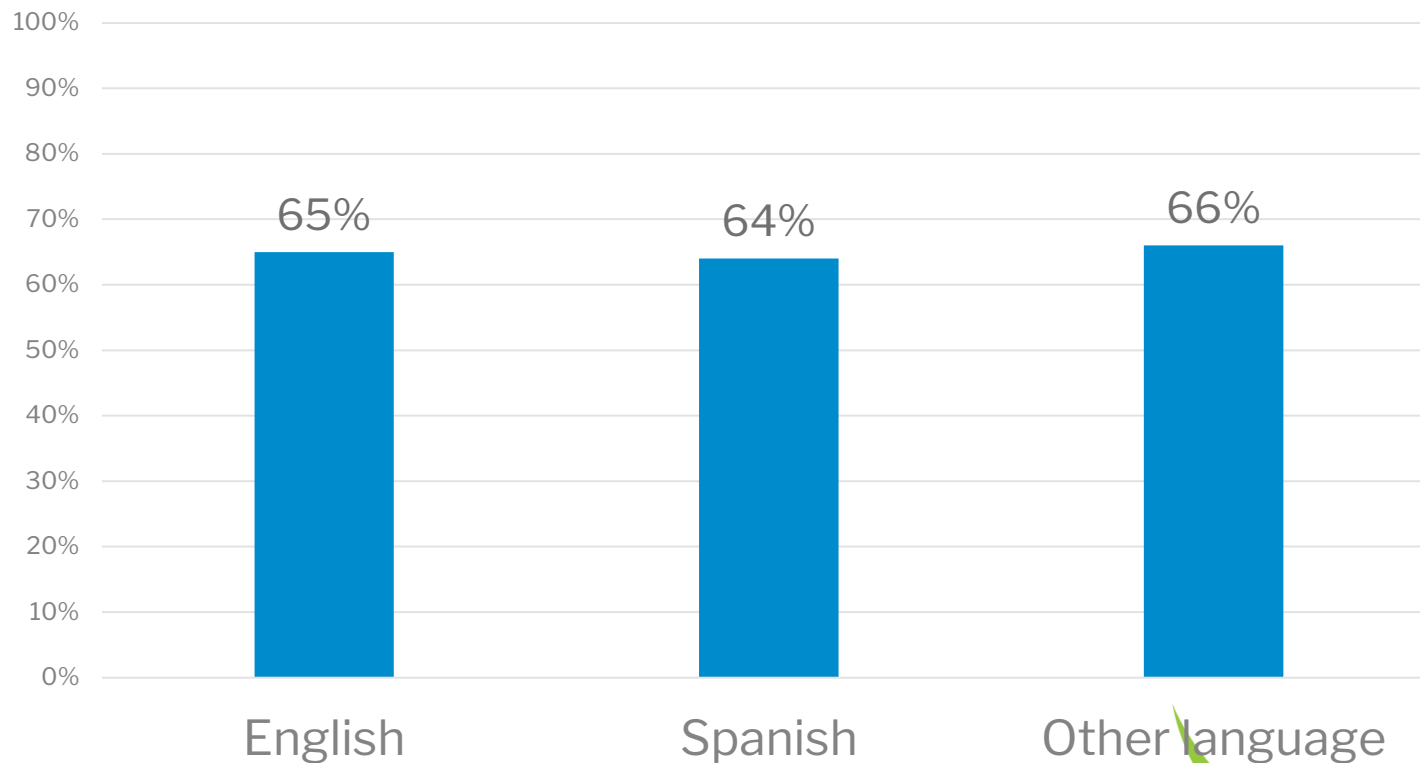
- Assure best practices in improving high levels of employee engagement through customer-focused training
- Assess website’s user experience

Personal contact yields higher engagement



Respondents matching preferred mode of contact with actual mode of contact


“How do you get in contact with DFS?”



Other: Korean, Vietnamese, Amharic, Chinese, Arabic, Urdu

Takeaway: Two-thirds of DFS clients are able to communicate with DFS in their preferred mode of contact. Many PAES clients receive services without their preferred method of contact yet would prefer a mode to contact DFS directly (rather than only by letter or website). There are no differences across languages.

Summary

- Despite the reduction in temporary SNAP benefits enacted by Congress and the new Medicaid redetermination process reducing the number of beneficiaries, customer satisfaction remained strong and even increased from 2019
 - All major DFS divisions that were measured (PAES, Adult & Aging, Children, Youth, and Family Services) score equally high in satisfaction and engagement
 - The more recent contact customers have with DFS, the higher levels of satisfaction and engagement they have
 - Most customers, regardless of language preference, can contact DFS in their preferred communication mode (phone, in-person, letter, etc.)
 - Customers value personalized service in-person over website, letter, e-mail, or phone
 - Non-English and non-Spanish speakers (Korean, Vietnamese, Chinese, Amharic, and Urdu) are slightly less satisfied with DFS services
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Recommendations

- Service delivery differs significantly for programs in PAES versus Adult & Aging and CYF. Annual surveys are appropriate for baselines and comparisons across department, however DFS could be well served by using more qualitative approaches for Adult & Aging and CYF (as well as DSVS). Focus groups and individual interviews with this smaller customer base can provide a much more nuanced view of the programs they offer.
- There appears to be a substantially high demand for Spanish language. It will be important to review all current communication strategies for this population.



Recommendations

- Customers whose preferred language is not English or Spanish are less satisfied with the services they receive. Personal interview and focus groups can help DFS understand the reasons behind this.
- Customers who interact with DFS in-person are more engaged. Maintain a robust customer-focused training and development program to improve employee engagement.
- Website scores are lower in engagement than other modes of communication. Consider an audit of website to assure optimized user experience.





Second Wave Learning

10719 Midsummer Drive

Reston, VA 20191

T +1 540 358 5256

hello@secondwavelearning.com

www.secondwavelearning.com

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