

OFFICE OF THE GENERAL COUNSEL
Division of Operations-Management

Memorandum OM 94-66

July 27, 1994

TO: All Regional Directors, Officers-in-Charge
and Resident Officers

FROM: William G. Stack
Associate General Counsel

SUBJECT: NLRB Customer Survey

In accordance with the National Performance Review (NPR), customer surveys have been developed for the purpose of measuring the level of satisfaction which our "customers" have with the services we provide. As indicated in Memorandum OM 94-58, the surveys have been developed at the direction of the Labor Management Partnership Council, and reflect the intent and commitment of the General Counsel, the Chairman, the NLRBU and the NLRBPA to the objectives of the NPR.

The customer survey project is an ongoing program and it is intended that the information secured will form the basis for setting and refining "customer service standards." While we view the current survey as rather ambitious, it is also envisioned that there may be other customer surveys in the future that may build upon the data secured at this time, or that may focus on other customer groups and other agency services. At the present time the surveys are focused on four major areas: C-case processing, R-case processing, Information Officer Program - walk-in inquiries, and Information Officer Program - telephone inquiries.

During the survey period, it is possible that Agency employees may receive inquiries from individuals who have received a survey. It has been mutually agreed by the representatives of the Partnership Council that in response to a general inquiry about this survey, Agency employees may express the fact that this is a joint effort, by the management of the Agency and the labor organizations which represent Agency employees, to determine customer satisfaction and that their cooperation is encouraged and appreciated. Employees should be aware that any attempt to explain questions or otherwise discuss the content of the surveys may adversely affect the integrity of the surveys.

Also, by mutual agreement of the members of the Partnership Council, all Agency employees are assured that the survey will be used only to evaluate the Agency in terms of customer satisfaction and employees will not be evaluated in any way based upon the results of the survey. None of the survey instruments provide for any identification of individual Agency employees. Further, to ensure against any perception that individual employees might be identified, all survey results collected in the Region (i.e., the survey of walk-in IO visitors) are to be forwarded without any Regional Office review. To the extent practicable and necessary, steps to maintain employee anonymity will continue to be taken throughout the survey process.

Survey of Parties to Cases:

The Region has already prepared and submitted to Washington the mailing lists for the survey of parties to cases. The survey instrument for parties to cases is a written questionnaire which will be mailed out from, and collected in, Washington. Thus, the Region has no further responsibility for implementing the survey of parties to cases. Copies of the written surveys will be provided to you for your information when the printing is completed.

Survey of Public Information Program Customers:

As regards our information officer customers, we will be using two separate survey instruments: one for telephonic IO callers and one for walk-in IO visitors.

IO Visitors: For IO visitors, each office (including satellite offices) will be distributing written surveys to every IO visitor for a 3-week period. You will be advised shortly of when to begin that process. A supply of the customer surveys is being sent to you under separate cover. Attachment A is a sample of the survey. The receptionist will present each IO visitor with a survey and cover letter at the time that they enter the office and inform them that the Agency is in the process of conducting a customer survey and that their participation will be appreciated. The survey is self explanatory and should require no additional explanation by the receptionist.

The survey will ask the IO visitors to fill out the survey before they leave the office and to drop it in a survey box to be maintained in the reception area. Accordingly, each Region is to utilize a ballot box for the purpose of collecting the IO visitor surveys. Attachment B is to be affixed to the box.

The receptionist must maintain a log (attached to this memorandum as Attachment C) indicating how many surveys he or she distributed. As the IO visitors leave the office, the receptionist should again encourage them to leave the completed survey in the box. The surveys should be collected by the survey coordinator at least twice a day and placed in a safe place until the end of each week.

At the end of each week, the survey coordinator should send the collected surveys and the distribution logs to Donald Hartline, Assistant Branch Chief, Budget Branch, Room 7701. This process should be repeated at the end of weeks 2 and 3. As stated earlier, to ensure confidence of anonymity to both the IO visitors and our IO officers, the surveys are not to be read by Regional Office personnel.

Once the Region has sent the completed surveys to Washington for the 3-week period, the Region's responsibility for this portion of the customer survey will be completed.

IO Telephone Callers: For IO telephone callers, we will be utilizing independent contractors on site in headquarters to conduct a telephonic survey. To secure the names and telephone numbers of the individuals in the sample to be surveyed, the following procedure will be utilized.

For the 1-week period beginning August 2, 1994, the receptionist will ask for and record the name and telephone number of each telephone information caller as they first call in. This should be accomplished by first asking for their name, a telephone number and time when they can be reached, if needed. If the caller provides their name and number, the caller should then be advised that the Agency is in the process of conducting a random customer satisfaction survey, that it is anonymous, and that if they are selected and called, their participation would be appreciated. If a caller is reluctant or refuses to provide a name and/or telephone number where they can be called, they should not be pressed. Callers who choose to not provide a name and telephone number when first asked should not be informed of, or included in, the survey.

Once these matters have been accomplished, normal procedures apply and the IO call should be forwarded to the IO on duty or a message taken as appropriate. For the convenience of the receptionists, Attachment D is a script of what they should say to IO callers when the call is received.

A separate log of the callers' names and telephone numbers (attached to this memorandum as Attachment E) is to be maintained by the receptionist. At the end of **each day**, the log should be collected by the survey coordinator and faxed to Don Hartline at 202-273-4273.

At the end of the 1-week collection period, the log of telephone callers should be sent to Donald Hartline at the above address. Once the log is sent to Washington, the Region's responsibility for this portion of the customer survey will be completed.

Spanish Language Surveys:

As noted in Memorandum OM 94-58, the Agency will prepare each of the four surveys in Spanish as well as English. We will depend on the Regional survey coordinator to identify any individual on the telephone IO caller lists for whom we should use a Spanish version of the survey. If there is a need for a Spanish version of the survey, the receptionist should place a check in the appropriate column on the daily list which is faxed to Washington.

In addition, each Region will be sent a supply of Spanish language Information Officer surveys for walk-in callers, for appropriate use.

When the customer survey project is completed, a copy of the final report will be distributed Agencywide. Thank all of you for your cooperation and assistance to this very important program. If you have any questions concerning this matter you may call me or Assistant General Counsel B. Allan Benson.


W. G. S.

Attachments

cc: NLRBU
Customer Survey Coordinators

Memorandum OM 94-66

National Labor Relations Board
1099 14th Street, N.W.
Washington, DC 20570



NATIONAL LABOR RELATIONS BOARD

CUSTOMER SURVEY

WE WOULD LIKE YOUR OPINION ON OUR SERVICE!

For a 3-week period, we are conducting a survey to see how the National Labor Relations Board can improve its service to the public.

Please take a few moments to review and answer the following questions concerning your visit today to the NLRB Regional Office.

Your responses to this survey will be anonymous and will be very helpful to us in improving our services. Please fill the survey out after you meet with one of our agents and then drop it in the survey box in the reception area. The survey should only take about 5 minutes to complete. You may want to read it over while you are waiting and you may fill it out in the reception area before you leave.

**We know that surveys take time and that your time is valuable.
Your Response CAN Make A Difference!**

Sincerely,

William B. Gould IV
Chairman

Fred Feinstein
General Counsel

We estimate that it will take an average of 5 minutes per respondent to complete this survey. If you have any comments regarding this estimate or any other aspect of the survey, including suggestions for reducing the time needed to respond, send them to the Director of Administration, National Labor Relations Board, Room 7100, 1099 14th Street, N.W., Washington, D.C. 20570 and to the Office of Management and Budget, Paperwork Reduction Project (3200-0028), Washington, D.C. 20503.

ATTACHMENT A

National Labor Relations Board Customer Survey

Please answer the following questions concerning the help you received from the office and employees of the National Labor Relations Board based upon your personal experience.

1. What is the purpose of your visit today?

- [1] Seek information about a problem with an employer
- [2] Seek information about a problem with a union
- [3] File a charge against an employer
- [4] File a charge against a union
- [5] File a petition for an election
- [6] Other (explain) _____

2. Did you file a petition or charge?

- Petition: [Y] Yes [N] No
- Charge: [Y] Yes [N] No

3. From the time you entered the NLRB office, how long did it take before you were able to meet with the Information Officer?

- [1] Less than 5 minutes [3] 11 to 30 minutes
- [2] 5 to 10 minutes [4] More than 30 minutes

4. If there was a delay in meeting with you, did the Information Officer explain the reason?

- [Y] Yes [N] No [NA] Not applicable

5. How long did you meet with the Information Officer?

___ [1] Less than 5 minutes

___ [3] 11 to 30 minutes

___ [2] 5 to 10 minutes

___ [4] More than 30 minutes

For each of the following, on a scale of 1 to 5, how satisfied were you? Please circle the appropriate number. If a statement does not apply to you please circle NA.

	Very Dissatisfied			Very Satisfied		
	1	2	3	4	5	NA
6. The courtesy you received from the Receptionist.	1	2	3	4	5	NA
7. The courtesy you received from the Information Officer.	1	2	3	4	5	NA
8. The amount of time you had to wait before you met with the Information Officer.	1	2	3	4	5	NA
9. The answers you were given to your questions.	1	2	3	4	5	NA
10. The time you were given to explain your problem/question.	1	2	3	4	5	NA
11. The service that was offered in a language other than English, if necessary.	1	2	3	4	5	NA
12. The overall service of the NLRB.	1	2	3	4	5	NA

13. Would any of your needs be met by an automated telephone information service with a menu of recorded messages followed by the option to talk to an Information Officer?

___ [1] Many

___ [3] None

___ [2] Some

___ [4] Don't know

14. If the NLRB provided such an automated telephone information service:

a. What specific information would be most helpful to include?

___ [1] What the NLRB does and does not do ___ [3] Procedures for filing charges

___ [2] Referrals to other federal or local agencies ___ [4] Procedures for filing petitions

Other: _____

b. Should it be available in languages other than English?

___ [Y] Yes ___ [N] No

If yes, what language(s): _____

Have you ever received any of the following NLRB information handouts and, if so, on a scale of 1 to 5, how helpful are they? Please circle the appropriate number. If a statement does not apply to you, please circle NA.

	Not Helpful					Very Helpful	
15. <i>The NLRB - What it is-What it Does</i>	1	2	3	4	5	NA	
16. <i>The NLRB and You Representation Cases</i>	1	2	3	4	5	NA	
17. <i>The NLRB and You Unfair Labor Practices</i>	1	2	3	4	5	NA	
18. <i>Your Government Conducts an Election</i>	1	2	3	4	5	NA	
19. <i>A guide to basic law and procedures under the National Labor Relations Act</i>	1	2	3	4	5	NA	

20. What additional services would be of benefit to you when you call or visit the NLRB office?

21. What suggestions do you have to make the service of the NLRB better?

22. Please describe yourself:

- | | |
|---|--|
| <input type="checkbox"/> [1] Individual | <input type="checkbox"/> [4] Management Attorney |
| <input type="checkbox"/> [2] Union Attorney | <input type="checkbox"/> [5] Employer Representative |
| <input type="checkbox"/> [3] Union Representative | <input type="checkbox"/> [6] Consultant |

23. How did you learn about the NLRB:

- | | |
|--|--|
| <input type="checkbox"/> [1] Friend | <input type="checkbox"/> [4] Union |
| <input type="checkbox"/> [2] Employer | <input type="checkbox"/> [5] Telephone Directory |
| <input type="checkbox"/> [3] Other Government Agency | <input type="checkbox"/> [6] Attorney |
| | <input type="checkbox"/> [7] Other |

24. How many times have you visited or called an NLRB office within the past 12 months to seek assistance? _____ time(s)

25. Please list the office(s) you visited: _____

DO NOT SIGN THIS FORM

THANK YOU very much for your time and effort in answering these questions. Your thoughtful responses will greatly assist us in improving our service to you and others in the future. **PLEASE** place this in the survey box as you leave.

NLRB

CUSTOMER

SURVEY

ATTACHMENT B

**NLRB CUSTOMER SURVEY
WALK-IN INFORMATION VISITORS**

REGION, SUBREGION OR RESIDENT OFFICE _____

Please indicate the number of surveys handed out by making a mark for each survey in the appropriate box (including 5 marks per box), for each week of the survey.

	Week 1	Week 2	Week 3
5			
10			
15			
20			
25			
30			
35			
40			
45			
50			

Total Surveys Distributed: _____

ATTACHMENT C

**MR./MS. _____, I WANT TO LET
YOU KNOW THAT OUR AGENCY IS IN
THE PROCESS OF CONDUCTING A NATIONAL
CUSTOMER SURVEY THIS WEEK OF PEOPLE
WHO CALL US FOR ASSISTANCE. THE SURVEY
IS RANDOM AND ANONYMOUS. IF YOU ARE
SELECTED, YOU WILL BE TELEPHONED IN A
FEW DAYS AND ASKED FOR YOUR OPINIONS
AND SUGGESTIONS. IF YOU ARE CALLED, WE
WOULD REALLY APPRECIATE YOUR OPINION.**

THANK YOU VERY MUCH.

ATTACHMENT D

**NLRB CUSTOMER SURVEY
TELEPHONE INFORMATION CALLERS**

REGION, SUBREGION OR RESIDENT OFFICE _____

Please list the name, telephone number (include area code), and best time for call, for each telephone information caller who called the Region during the day. If the caller is Spanish speaking, please indicate with a check in the last column.

	Name	Phone	Time	Spanish
1	_____	_____	_____	_____
2	_____	_____	_____	_____
3	_____	_____	_____	_____
4	_____	_____	_____	_____
5	_____	_____	_____	_____
6	_____	_____	_____	_____
7	_____	_____	_____	_____
8	_____	_____	_____	_____
9	_____	_____	_____	_____
10	_____	_____	_____	_____
11	_____	_____	_____	_____
12	_____	_____	_____	_____
13	_____	_____	_____	_____
14	_____	_____	_____	_____
15	_____	_____	_____	_____