



Department of City Development
City Plan Commission
Redevelopment Authority of the City of Milwaukee
Neighborhood Improvement Development Corporation

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Memorandum

To: Ald. Terry Witkowski, Commissioner Art Dahlberg, Co-Chair's Local Business Action Team

From: Kenneth Gales, DCD

Date: April 20th, 2015

Re: Development of an online survey tool

Committee members requested a recommendation on the design of a survey tool which would effectively measure city services and their respective effectiveness across all city departments. In addition, any survey tool employed must be bi-lingual.

Therefore, DCD submits the following recommendation for review. For the reasons outlined below; it is recommended that one survey tool be created and utilized by the City of Milwaukee.

First, because each department has a unique set of customer needs; defining the "customer" can be a challenge. As a result a workgroup consisting of representatives from all affected departments should be formed to identify an agreed upon definition of all stakeholders. Below are sample terms and definition for identification purposes.

Clients-those individuals or entities who fund the service or program

Compliers-those individuals or entities on the receiving end of enforcement activities

Consumers-the end users of an agency's programs, services, or information

Constituents-the individuals and groups who have some vested interest in the department's work

Second, once the customer has been defined a single set of questions to assess program effectiveness should be used. Customer satisfaction depends on the features of the service offered and the quality of the service interaction. Service-quality literature identifies ten determinants that drive customer satisfaction. These determinants have been mapped to five broad dimensions:



Serving well- Reliability, timeliness, accuracy

Conveying courtesy and respect- Responsiveness, courtesy, communication

Earning trust- Competence, credibility, understanding the customer, security

Inviting in- Access, tangibles

Program effectiveness- Determinates vary by program

Gathering Customer Feedback

Feedbackify

Feedbackify!

Hello, we'd love to hear your thoughts about Feedbackify...

Firstly, how likely would you be to recommend Feedbackify on a scale of 0 - 10?

0	1	2	3	4	5	6	7	8	9	10
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Now, if you have specific feedback, please select a category below...

Problem	Suggestion	Compliment	Other...
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Other...
Please enter your feedback in the box below and then press 'Send Feedback'.

Powered by Feedbackify™ Send Feedback or cancel

Feedbackify is a website widget that lets business owners ask specific questions of visitors (such as, "Rate our new design on a scale of 1 to 10"), and solicit feedback in customizable categories (such as, ideas, bug reports or general comments). The app is **focused strictly on gathering feedback**. However, it provides plenty of information about the submitter, allowing for a reply to any feedback.

Cost: The site has just one plan for \$19/month.

SuggestionBox

Highlights from inside Southwest's *SuggestionBox*

Latest Top Rated Under Review Future Coming Soon Implemented Filed Away

- I would like to get cell phone alerts Under Review Current Rating (3) Follow
- Boarding experience -- the new lineups are confusing Under Review Current Rating (2) Follow
- I would like to check the status of my flight via text... Under Review Current Rating (8) Follow
- I want to be able to purchase a meal on my flight. Under Review Current Rating (6) Follow
- I would like to be able to rent video games during my... Under Review Current Rating (6) Follow

Focused on soliciting ideas and suggestions from your customers. The app is fairly straightforward: users submit ideas, other users can vote them up. Once a business has claimed its SuggestionBox, business owners can respond to suggestions or mark them as "Coming Soon" or "Implemented."

Cost: SuggestionBox pricing starts at \$49.50/month.

The image shows a screenshot of the Kampyle feedback form. At the top left is the Kampyle logo. The main heading asks "How do you feel about the registration process?" followed by five emoji options: angry, sad, neutral, happy, and very happy. Below this is a section titled "Select your feedback topic below" with three buttons: "Registration Process" (with a notepad icon), "Price & Packages" (with a dollar sign icon), and "Bug" (with a bug icon). The "Registration Process" button is selected, and the text "Couldn't find suitable package" is entered in the text area. There is a "Discard" link to the right of the text area. Below the text area is an "Other" button with a speech bubble icon. At the bottom right are "Send" and "Cancel" buttons. The footer contains "Feedback Form by © Kampyle Ltd.", a "Privacy Policy" link, and the Kampyle logo.

Kampyle is a feedback widget that, like Feedbackify, allows business owners to ask pointed questions.

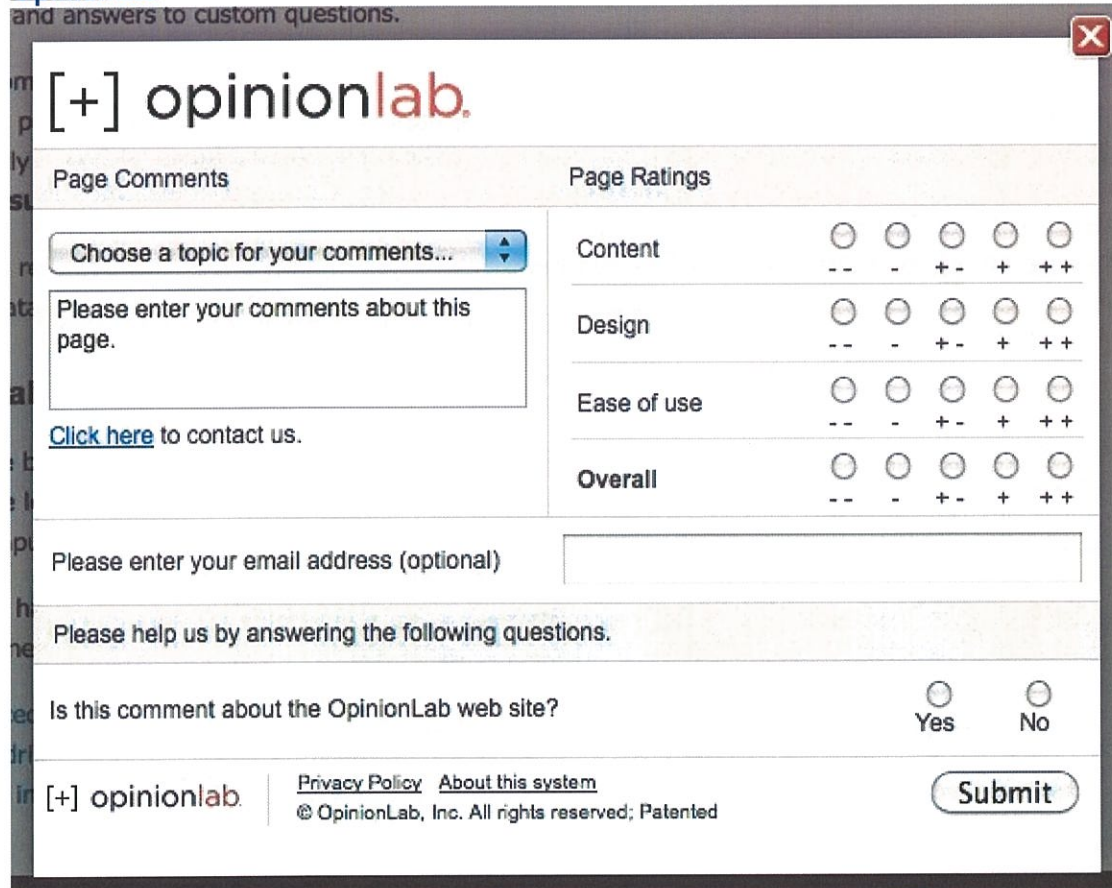
Kampyle offers **utilities to converse with customers from within the app via a built-in response system, as well as an automatic system that sends customers relevant responses based on the type of feedback they leave.**

One of Kampyle's strongest points is its analytics tools. The app integrates with Google Analytics, Omniture and Nedstate, which offers business owners better insight into how customers are interacting with a website.

Cost: Kampyle offers pricing for websites ranging from free to \$499/month.

OpinionLab

and answers to custom questions.



The screenshot shows the OpinionLab feedback widget. It features a header with the OpinionLab logo and a close button. The main area is divided into two columns: 'Page Comments' and 'Page Ratings'. The 'Page Comments' column includes a dropdown menu for selecting a topic, a text input field for comments, and a link to contact the user. The 'Page Ratings' column contains a table with five rows: Content, Design, Ease of use, and Overall. Each row has five radio buttons for rating, with labels below them: --, -, +-, +, and ++. Below the ratings is an optional email address input field. At the bottom, there is a question 'Is this comment about the OpinionLab web site?' with 'Yes' and 'No' radio buttons, a 'Submit' button, and footer text including the OpinionLab logo, links to 'Privacy Policy' and 'About this system', and a copyright notice.

Page Comments	Page Ratings
<input type="text" value="Choose a topic for your comments..."/>	Content <input type="radio"/> -- <input type="radio"/> - <input type="radio"/> +- <input type="radio"/> + <input type="radio"/> ++
<input type="text" value="Please enter your comments about this page."/>	Design <input type="radio"/> -- <input type="radio"/> - <input type="radio"/> +- <input type="radio"/> + <input type="radio"/> ++
Click here to contact us.	Ease of use <input type="radio"/> -- <input type="radio"/> - <input type="radio"/> +- <input type="radio"/> + <input type="radio"/> ++
<input type="text" value="Please enter your email address (optional)"/>	Overall <input type="radio"/> -- <input type="radio"/> - <input type="radio"/> +- <input type="radio"/> + <input type="radio"/> ++

Please help us by answering the following questions.

Is this comment about the OpinionLab web site? Yes No

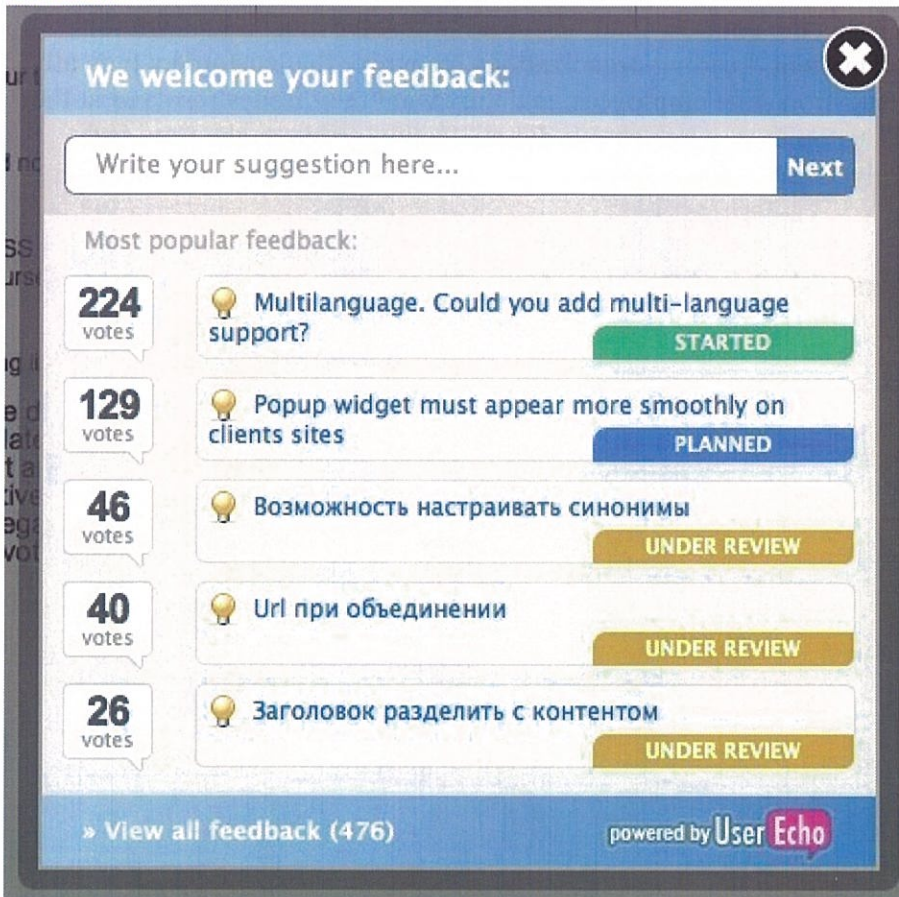
[Privacy Policy](#) [About this system](#)
© OpinionLab, Inc. All rights reserved; Patented

OpinionLab offers a suite of tools for gathering customer feedback from websites, mobile, social media, e-mail, and even in brick-and-mortar stores. The app offers a widget that can gather comprehensive feedback — from multiple choice questions to open response areas. Information is also gathered about the customers that are leaving feedback (such as their browser, operating system, time on site, referring page, etc.) and once feedback is collected it is algorithmically analyzed and sorted.

OpinionLab also offers solutions for monitoring social media for feedback your customers are leaving via other channels.

Cost: Pricing varies.

UserEcho



UserEcho is another straightforward feedback widget option. The app creates business communities — accessible via an embeddable widget — where customers can leave feedback and comment or vote on ideas or issues. Business owners can categorize feedback by tag, respond to it, or broadcast the status of a suggestion. UserEcho allows multiple staff members to respond to feedback and allows users to log in via accounts they already have, such as Facebook or Twitter.

Cost: UserEcho has plans available running from free to \$59/month

Next, the true power of any survey results lies in the trends that develop over time or in the comparisons that can be made among similar organizations. Because comparisons will be made, it is important to consider this during the survey design process so the data requirements are designed into the research instrument.

Furthermore, it is important to carefully consider how any changes to the survey may affect time-series data. A limited number of new questions can be rotated in on a particular survey, but if a department wants to evaluate a new program or is considering launching an alternative method of delivery a service, it is best to conduct a separate research effort to gather this information.

Finally, a comprehensive approach to improving customer satisfaction would also take into account employee satisfaction and systematically address customer complaints. Front-line employees should be given the authority and resources to resolve most issues without having to consult management. Leading organizations recognize that customers typically direct their complaints to front-line employees, and they want their issues resolved at the first point of contact. Customer research shows dissatisfaction grows as the time and number of people involved increases.

C: Members of the Local Business Action Team