

## Customer Satisfaction 4

### CS 4: Proportion of health department systemic issues identified through customer complaints

#### Why measure this?

Customer satisfaction and the degree to which customer complaints are satisfactorily addressed is critical for any health department. A standardized customer satisfaction process provides a systematic way to measure customer opinion of the services received and improve satisfaction for future services provided. This indicator will inform health department leaders about their state health agency's capacity to identify systemic issues, and develop relevant process improvement practices, through the assessment of customer complaints.

**Measurement specifications:** The number of systematic issues identified through customer complaints divided by the total number of systematic issues identified.

**Reporting Period:** Annually

#### PHAB Alignment

**9.1.4 A:** Implemented systematic process for assessing customer satisfaction with health department services

**9.2:** Develop and implement quality improvement processes integrated into organizational practice, programs, processes, and interventions

This indicator contributes to the PHAB measures by providing health department leadership with a way to monitor the quality of performance of public health processes, programs, interventions and other activities to improve the health of the population, and capture and analyze customer feedback in order to address the expectations of various public health customers.

#### Operational Definitions

**Systemic issue:** A problem due to system-wide processes, rather than specific, individual, or isolated factors.

**Possible data sources:** Quality improvement projects and customer satisfaction surveys.

**Customer complaint:** Documented written or verbal expression of discontent by persons receiving services from a health department.

**Annually:** This indicator should be reported during a 12-month cycle (i.e., calendar year, fiscal year, etc.).