

# ***Using the American Customer Satisfaction Index (ACSI) to Measure and Improve Customer Satisfaction***

**Department of Veterans Affairs  
Organizational Transformation Symposium  
Washington, DC  
September 12, 2001**



Federal Consulting Group



# ***FEDERAL CONSULTING GROUP***

## **Centers of Excellence**

-  **Collaborative and Customized Consulting and Facilitation Services**
-  **Executive Coaching Through A National Network of Qualified Coaches**
-  **Customer Satisfaction Strategies and Measurement**



# *What is the Federal Consulting Group's Role?*

- 📄 **ACSI Executive Agent**
- 📄 **Assist agencies to improve performance**
- 📄 **Expand participation**
- 📄 **Report out results on [www.customerservice.gov](http://www.customerservice.gov)**





# ***Why Measure Customer Satisfaction?***

- ☰ Improve program operating performance**
- ☰ Raise citizen trust in government**
- ☰ Benchmark against other services**
- ☰ Comply with GPRA reporting requirements**
- ☰ Balanced measures for Senior Executives**





# ***Why the American Customer Satisfaction Index (ACSI)?***

-  An interactive **INDEX** that uses survey methodology
-  Highly valid and internationally recognized
-  Cross-industry measure
-  Effective for external or internal customers
-  Utilized by private and public sectors



# ***What Federal Services are Measured by the ACSI?***

 **More than 100 Federal services delivered to:**

- **Recreational visitors to public lands**
- **US residents returning from international travel**
- **Citizens receiving health and retirement benefits**
- **Information and data users**
- **Veterans**
- **Applicants for grants and loan guarantees**



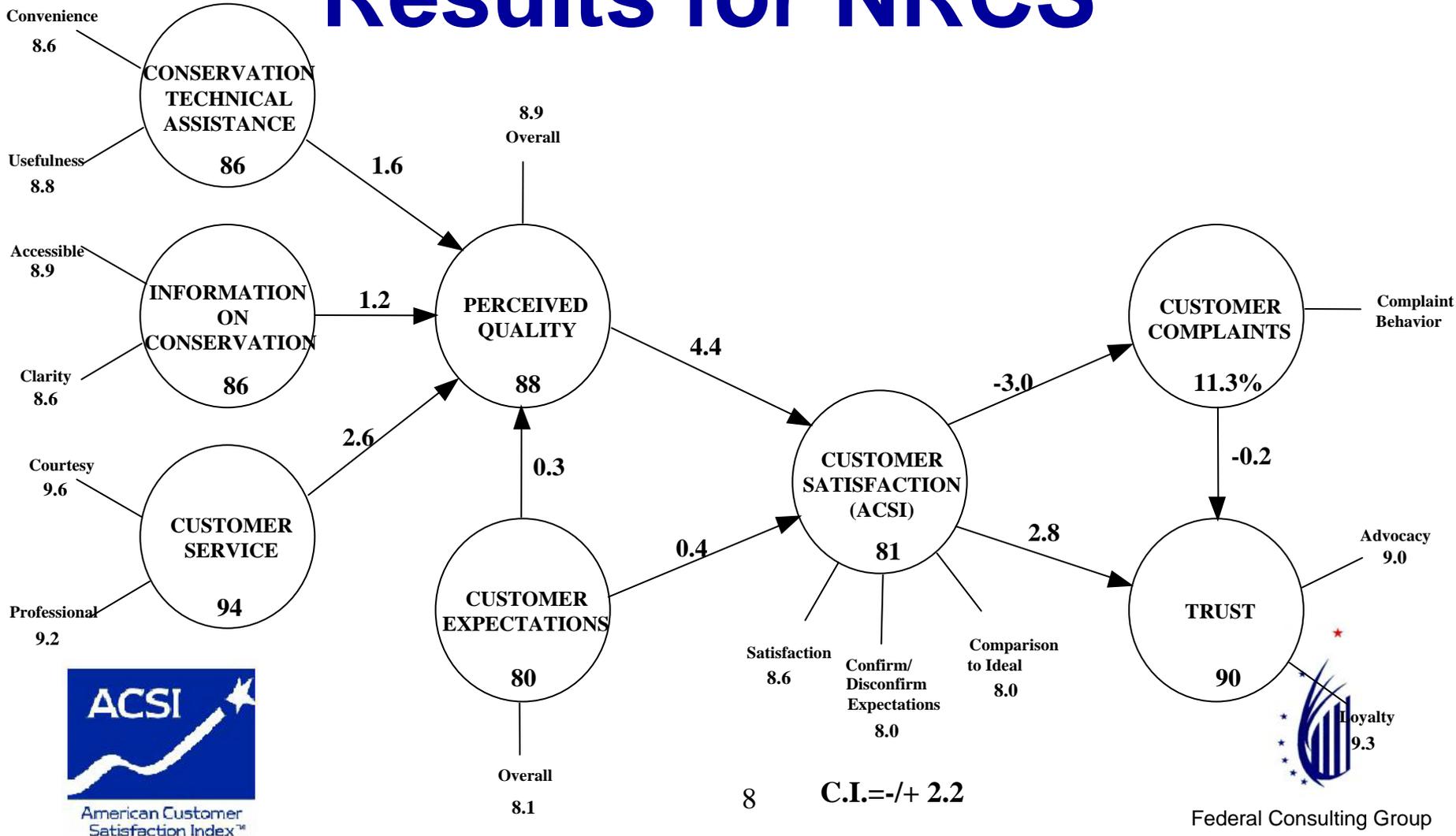
# ***What USDA Services are Measured by the ACSI?***

## **Seven Agencies and Ten Services/Programs**

- **Food and Nutrition Service**
- **Forest Service**
- **Food Safety and Inspection Service**
- **Animal and Plant Health Inspection Service**
- **Farm Service Agency**
- **National Agricultural Statistics Service**
- **Natural Resources Conservation Service**



# Customer Satisfaction Results for NRCS





# ***How Can an Agency Utilize ACSI Data to Drive Improvement?***

-  **Test results against current assumptions**
-  **Reexamine improvement plans and strategy**
-  **Report results to Congress, customers, employees**
-  **Design and conduct more detailed drill-down surveys**
-  **Identify strategic benchmarking partners**





# ***What Do the Results of the ACSI Have to Say about the Public's Satisfaction with the Federal Government's Delivery of Services?***

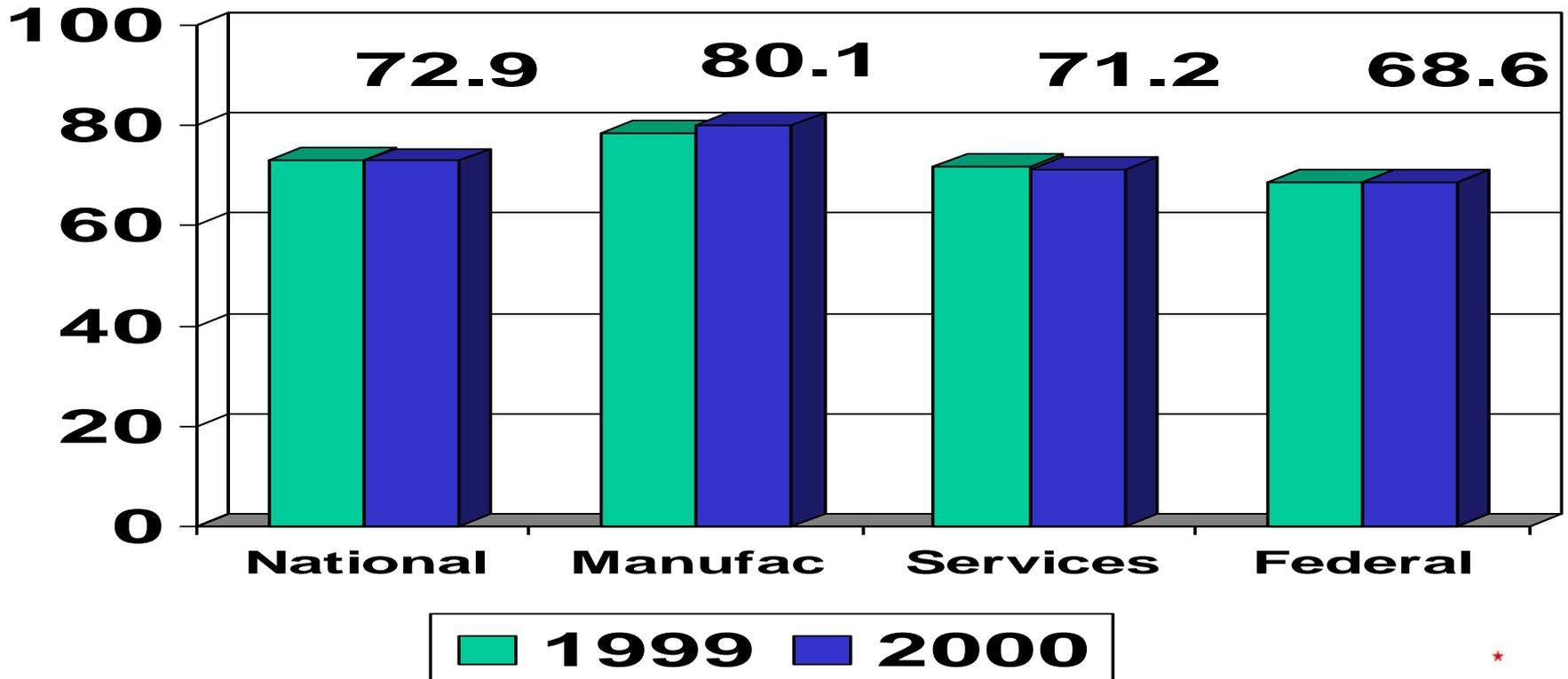


***“This Is Something You Don’t  
Hear Often – Federal  
Employees Are Doing a Good  
Job”***

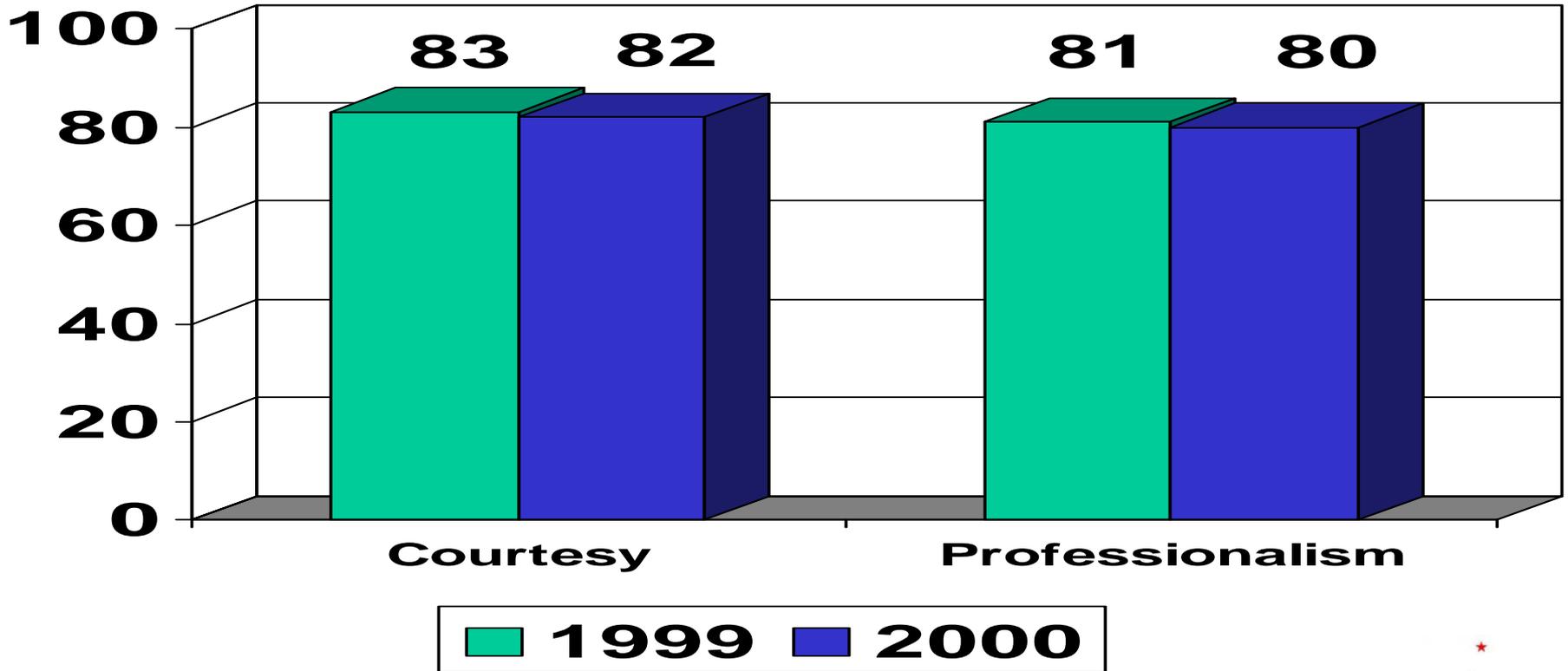
**Peter Jennings  
National News  
December 13, 1999**



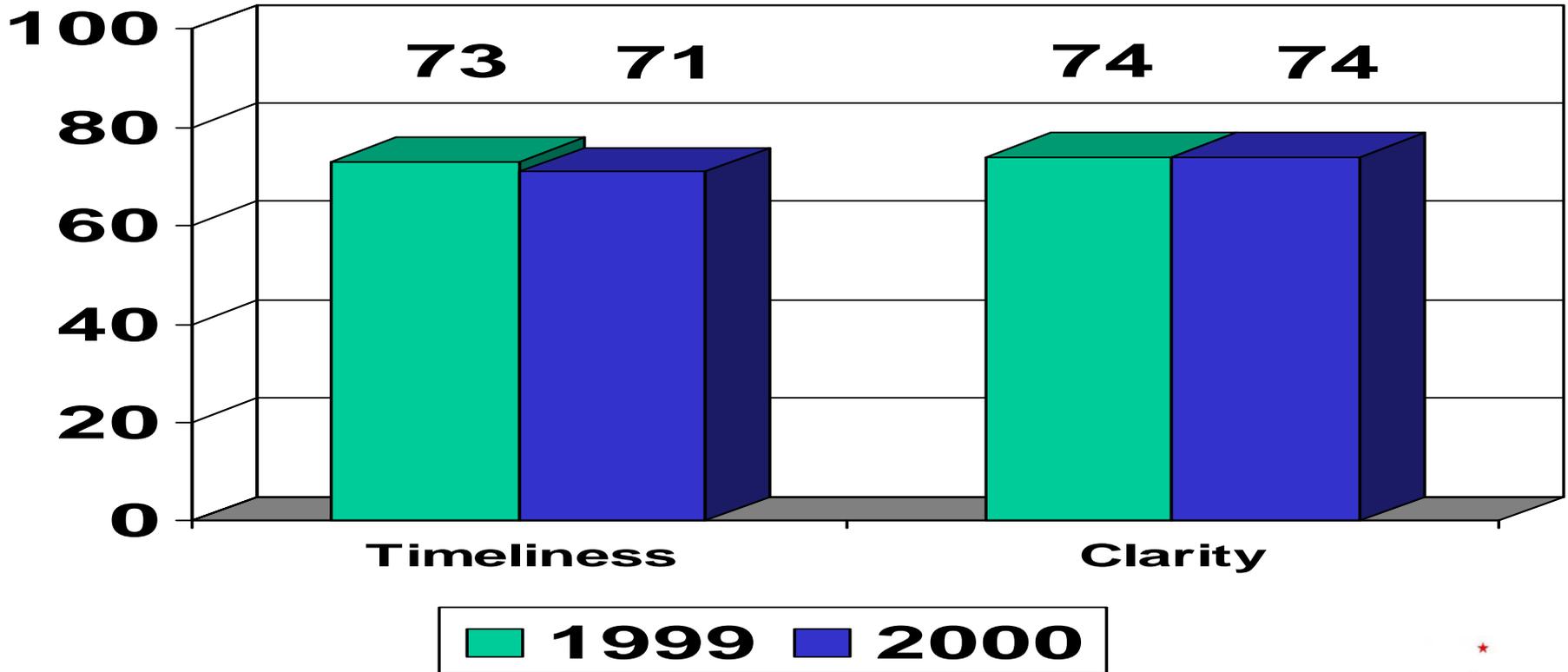
# How the Federal Government Compares



# Where Does Government Excel?



# Where Can Government Improve?



# How Have Agencies Benefited?



- ☞ APHIS
- ☞ Food & Nutrition Service
- ☞ U.S. Mint
- ☞ U.S. Postal Service
- ☞ Federal Aviation Admin.
- ☞ Internal Revenue Service



***Thank You***

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