



STATE PRESERVATION BOARD

Report on Customer Service

June 1, 2014

STATE PRESERVATION BOARD REPORT ON CUSTOMER SERVICE

Introduction

Customer service is an important element in managing State Preservations Board (SPB) operations. There are two categories of external customers receiving services directly from the SPB. The first category consists of elected and appointed state officials, their direct staff and various support staff in the Capitol and Capitol Extension. Visitors to the Texas State Capitol, the Capitol Extension, the Bullock Texas State History Museum (BTSHM), the Capitol Visitors Center (CVC), Capitol Grounds, and Capitol Visitors Parking Garage (CVPG) are the second category.

The Bullock Texas State History Museum is a maturing cultural institution which celebrated its thirteenth anniversary in Spring 2014. It has welcomed over six million visitors since opening April 21, 2001. Annually the Capitol and Capitol Extension receive over one million visitors of varying ages and interests. The CVC receives more than 140,000 guests annually. The agency has seen notable growth in educational field trips to the Capitol, CVC and BTSHM.

To measure customer service the agency uses several information gathering methods to assess agency programs: survey cards, online surveys, and performance measures. As this information is analyzed specific feedback is forwarded to the appropriate department with the goal of continuously improving the agency's overall operations. Also, ongoing customer service classes at both the Museum and Capitol train line personnel to better serve visitors. The agency has gained valuable insight through customer complaints, compliments and observations on ways to better serve its customers. Below is a description of the customer service survey format, survey methods and survey results.

I. State Preservation Board Programs Survey Methods

A. Paper Form Customer Service Survey - Capitol and Capitol Extension

The agency uses a postcard-sized survey form to solicit handwritten feedback. The card is distributed at several agency venues in order to reach a varied cross-section of our customers. The survey cards distributed in the Capitol Complex can be returned by dropping them in a return box in the CVC or the Capitol Tour Guide Office. Customers may also send these postage-paid business reply cards back to the agency via the U.S. Postal Service or via facsimile machine to 512-463-3372. An example of this customer service survey card is included as Appendix A.

B. Paper Form Customer Service Survey - The Bullock Texas State History Museum

The Museum customer service survey program consists of evaluation cards that can be completed on-site or returned by postage-paid business reply. Survey cards are available at the Information Desk in the main lobby, ticketing counter, Museum Store, Museum Café, parking garage and administrative reception desk on the fourth floor. Drop boxes are available on-site for easy return of the surveys.

For the period May 2012 through May 2014, 155 surveys were returned. Surveys that were submitted illegibly or with profanity were discarded and are not included in this total. In addition to the Museum-wide survey program, Museum departments use a variety of evaluation tools to assess audience and programs. The education department solicits evaluations from program participants, including educator professional development programs, student programs, family programs and summer camps. The facility rental department gathers evaluation data on events through a client survey document. Membership evaluates member trips and other services and requests member input in planning member events. Similarly, the marketing department utilizes focus groups and e-newsletter surveys to assess current and proposed marketing initiatives.

Customer service classes for visitors services staff and volunteers continue to be the foundation of the museum's customer service efforts. All managers on duty attend training to equip them in proactively assisting our visitors with questions, suggestions, and problem solving techniques. The volunteers department continues to provide customer service training as part of new volunteer orientation, which every volunteer must attend prior to working in the Museum. A streamlined school group tour arrival procedure has been implemented. This allows greeters and school groups to expedite the processing of the students so more time was spent in the exhibits and on school related activities and less time in ticketing.

An example of the paper form customer service survey card is included as Appendix B. These may be returned by dropping them in a return box at the Museum. Visitors may also send these as postage-paid business reply cards back to the agency via the U.S. Postal Service

II. State Preservation Board Programs Survey Results

Listed below are the results of the survey forms described above for the Capitol, Capitol Extension, and Capitol Visitors Center and the Bullock Texas State History Museum.

A. Paper Form Customer Service Survey Results -- Capitol, Capitol Extension and Capitol Visitors Center

The following assessment of customer satisfaction was obtained from the surveys:

| measure/response | exceeds | moderately exceeds | meets | moderately below | below | meets or exceeds expectations |
|------------------------------|---------|--------------------|-------|------------------|-------|-------------------------------|
| personnel | | | | | | |
| courteous | 50% | 12.5% | 12.5% | 0% | 25% | 75% |
| knowledgeable | 68% | 16% | 16% | 0% | 0% | 100% |
| visibility of employee badge | 57% | 15% | 28% | 0% | 0% | 100% |
| communications | | | | | | |
| toll free numbers | 67% | 33% | 0% | 0% | 0% | 100% |
| hold time/busy | 67% | 33% | 0% | 0% | 0% | 100% |
| access to a live person | 75% | 0% | 25% | 0% | 0% | 100% |
| printed information | | | | | | |
| brochures/newsletters | 80% | 0% | 20% | 0% | 0% | 100% |
| signage | 66% | 17% | 0% | 17% | 0% | 83% |
| internet | | | | | | |
| user friendly | 34% | 33% | 33% | 0% | 0% | 100% |
| clear information | 34% | 33% | 33% | 0% | 0% | 100% |
| facilities | | | | | | |
| appearance | 80% | 0% | 20% | 0% | 0% | 100% |
| accessibility | 80% | 0% | 20% | 0% | 0% | 100% |
| customer service | | | | | | |
| service timeliness | 100% | 0% | 0% | 0% | 0% | 100% |
| problem resolution/follow up | 100% | 0% | 0% | 0% | 0% | 100% |
| complaint resolution | | | | | | |
| response and timeliness | 100% | 0% | 0% | 0% | 0% | 100% |
| overall rating | | | | | | |
| satisfaction with SPB | 56% | 30% | 0% | 0% | 14% | 86% |

B. Paper Form Customer Service Survey - The Bullock Texas State History Museum

The following assessment of customer satisfaction was obtained from the surveys, based on a 5 point scale (5 = Above Expectations, 1 = Below Expectations).

| Area of Service | Average Rating |
|---|-----------------------|
| Overall Experience | 4.49 |
| Helpfulness of Staff (Overall) | 4.70 |
| Helpfulness of Staff at Ticketing | 4.70 |
| Helpfulness of Staff at IMAX Theatre | 4.67 |
| Helpfulness of Staff at Texas Spirit Theater | 4.57 |
| Helpfulness of Staff at Story of Texas Café | 4.42 |
| Helpfulness of Staff at Museum Store | 4.59 |
| Helpfulness of Staff at Parking Garage | 4.39 |
| Helpfulness of Staff with Phone Reservations | 4.46 |
| Helpfulness of Staff with Assistance/Complaints | 4.45 |
| Cleanliness of Building | 4.74 |
| Accessibility of Building | 4.71 |
| Printed Information | 4.71 |

III. Analysis of Results

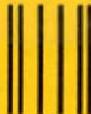
Overall, the results of the survey indicate customer satisfaction to be very positive. The agency had a customer satisfaction rating that met or exceeded expectations of 86% of the respondents to the SPB business reply mail survey and a 4.49/5.00 score for the Museum. The museum saw improvements in ten of thirteen categories over the previous survey period. From our results, SPB is looking for every possible way to continue to improve customer service in the agency's programs. The survey also asks for any comments or suggestions that might enable the agency to immediately serve the customer better.

As SPB maintains its positive and proactive customer service program, we look forward to continuing with the online web-based survey and the paper form survey cards. In summary, most of the responses and comments from the survey compliment the dedicated and hard working employees who make a continuous effort to keep the Texas Capitol, its grounds and the Texas State History Museum among the most beautiful and best-run facilities in the United States.

IV. Inventory of External Customers per Strategy in 2014 - 2015 General Appropriations Act

| Strategy | Customer Group | Description of Services Provided |
|---------------------------------------|---|--|
| A.1.1 Preserve Buildings and Contents | <ul style="list-style-type: none"> • building occupants • visitors to Capitol, Capitol Extension, Capitol Grounds, CVC, CVPG | Ongoing preservation of building and contents through restoration and repair to architectural components and the historical collection. |
| A.1.2 Building Maintenance | <ul style="list-style-type: none"> • building occupants • visitors to Capitol, Capitol Extension, Capitol Grounds, CVC, CVPG | Ongoing preventive maintenance and repairs to buildings and housekeeping and grounds keeping services. |
| A.2.1 Manage Educational Program | <ul style="list-style-type: none"> • visitors to Capitol, Capitol Extension, Capitol Grounds, CVC, including educators and schoolchildren | Provide educational programs through interactive exhibit media at CVC and informative tours of the Capitol, Capitol Extension, and Capitol Grounds |
| A.2.2 Manage State History Museum | <ul style="list-style-type: none"> • visitors to museum, including the general public, educators and schoolchildren, event holders, museum members | Provide educational content on "The Story of Texas" through a variety of program and exhibit experiences. Also serves as a venue for events. |
| A.3.1 Manage Enterprises | <ul style="list-style-type: none"> • visitors to Capitol, Capitol Extension, Capitol Grounds, CVC, CVPG | provide event coordination service for event holders at the Capitol and operate enterprises, including Capitol gift shops, parking facilities, cafeteria (outsourced). |
| B.1.1 Indirect Administration | n/a | Administrative functions - accounting, purchasing, human resources, information resources, internal audit, etc. - to support and coordinate above strategies |

Appendix A



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
 FIRST-CLASS MAIL PERMIT NO. 5462 AUSTIN TX
 POSTAGE WILL BE PAID BY ADDRESSEE

TEXAS STATE PRESERVATION BOARD
 PO BOX 13286
 AUSTIN TX 78711-9904



| | Exceeds | Moderately Exceeds | Meets | Moderately Below | Below | No Opinion |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| GIFT SHOP | | | | | | |
| Sales Staff | | | | | | |
| Prompt | <input type="checkbox"/> |
| Courteous | <input type="checkbox"/> |
| Knowledgeable | <input type="checkbox"/> |
| Products | | | | | | |
| Selection | <input type="checkbox"/> |
| Quality | <input type="checkbox"/> |
| Price | <input type="checkbox"/> |
| Store | | | | | | |
| Clean | <input type="checkbox"/> |
| Well-stocked | <input type="checkbox"/> |
| TOURS | | | | | | |
| How comfortable were the tour guides with the information they presented? | <input type="checkbox"/> |
| How did the frequency of tours compare to tours of other public facilities? | <input type="checkbox"/> |
| PARKING | | | | | | |
| Did you find parking convenient? | <input type="checkbox"/> |
| What is the nature of your business in the downtown area? (Please fill in) | | | | | | |
| | | | | | | |

(If returning by mail, tape here)

State Preservation Board Customer Survey

Please select the SPB facilities you have visited, occupied or the facilities at which you have had a SPB service performed.

- | | |
|---|--|
| <input type="checkbox"/> Capitol <input type="checkbox"/> Capitol Extension <input type="checkbox"/> Capitol Visitors Center <input type="checkbox"/> The Bob Bullock Texas State History Museum | <input type="checkbox"/> Capitol Information & Guide Service <input type="checkbox"/> Capitol Gift Shops <input type="checkbox"/> Visitor's Parking Garage |
|---|--|

Please rate whether the services you received from the State Preservation Board were above or below your expectations.

| | Exceeds | Moderately Exceeds | Meets | Moderately Below | Below | No Opinion |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Personnel | | | | | | |
| Courteous | <input type="checkbox"/> |
| Knowledgeable | <input type="checkbox"/> |
| Visibility of employee badge, name tag, or name plate | <input type="checkbox"/> |
| Communications | | | | | | |
| Toll free numbers | <input type="checkbox"/> |
| Hold time/Busy signal | <input type="checkbox"/> |
| Access to a live person | <input type="checkbox"/> |
| Printed Information | | | | | | |
| Brochures/newsletters | <input type="checkbox"/> |
| Signs (Easy to follow) | <input type="checkbox"/> |
| Internet | | | | | | |
| User friendly | <input type="checkbox"/> |
| Clear information on SPB Website | <input type="checkbox"/> |
| Preservation Board Facilities | | | | | | |
| Appearance | <input type="checkbox"/> |
| Accessibility | <input type="checkbox"/> |
| Customer Service | | | | | | |
| Service timeliness | <input type="checkbox"/> |
| Problem resolution/follow-up | <input type="checkbox"/> |
| Complaint Resolution | | | | | | |
| Response and timeliness | <input type="checkbox"/> |
| OVERALL RATING | | | | | | |
| Overall satisfaction with SPB | <input type="checkbox"/> |

Please give us any comments or suggestions that might enable us to better serve you.

Please provide us with your email address: _____

This survey is also available online at: www.tspb.state.tx.us or fax to SPB at 512-475-3366

009753

Appendix B



**NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES**



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 8324 AUSTIN TX
POSTAGE WILL BE PAID BY ADDRESSEE

**THE BOB BULLOCK TEXAS
STATE HISTORY MUSEUM
PO BOX 12874
AUSTIN TX 78711-9801**



**The Bob Bullock Texas State History Museum
Customer Survey**

Date of visit: _____ No. people in your party: _____ Length of stay: _____
 Your zip code: _____ Are you a Museum member? yes no
 How did you hear about the Museum? (circle all that apply)
 newspaper TV radio brochure friend website
 other: _____

Please help us continue to improve our service, by telling us if
 your experience in the following areas was:

*Please circle one number for each category:
 5 = Above Expectations, 1 = Below Expectations*

| | Above | 4 | 3 | 2 | 1 | Below |
|----------------------------------|-------|---|---|---|---|------------|
| a) quality of overall experience | 5 | 4 | 3 | 2 | 1 | No Opinion |
| b) helpfulness of staff | 5 | 4 | 3 | 2 | 1 | No Opinion |
| at Ticketing | 5 | 4 | 3 | 2 | 1 | No Opinion |
| in the IMAX Theatre | 5 | 4 | 3 | 2 | 1 | No Opinion |
| in the Texas Spirit Theatre | 5 | 4 | 3 | 2 | 1 | No Opinion |
| in the Cafe | 5 | 4 | 3 | 2 | 1 | No Opinion |
| in the Museum Store | 5 | 4 | 3 | 2 | 1 | No Opinion |
| in the Parking Garage | 5 | 4 | 3 | 2 | 1 | No Opinion |
| with phone reservations | 5 | 4 | 3 | 2 | 1 | No Opinion |
| with assistance/complaints | 5 | 4 | 3 | 2 | 1 | No Opinion |
| c) cleanliness of building | 5 | 4 | 3 | 2 | 1 | No Opinion |
| d) accessibility of building | 5 | 4 | 3 | 2 | 1 | No Opinion |
| e) printed literature | 5 | 4 | 3 | 2 | 1 | No Opinion |
| f) website information | 5 | 4 | 3 | 2 | 1 | No Opinion |

g) comments: _____

Contact Information (optional):
 Name: _____
 Address: _____
 Email: _____ Daytime Phone: _____