



Customer Service Report

May 31, 2012

The Texas Board of Professional Engineers (TBPE) has embarked on the Journey Toward Excellence, a program that is designed to apply improvement to all areas of the organization. One of these areas is customer service, and towards that end we have begun collecting input in a variety of ways, from a variety of sources. The following report distills the results we have received.

Defining our Customers

TBPE serves multiple groups, and in the past we have focused our communication and survey efforts primarily on the 56,000 Professional Engineers (PE) licensed to practice in Texas. In recent years, we have communicated quite well with this group, providing outreach presentations to nearly 9,000 people per year, sending an annual printed newsletter as well as a quarterly email updates, and sending targeted emails for renewal notices and other important communications.

The other customers that we serve include students who have not yet graduated from an accredited university, Engineers-In-Training (EIT) who have taken the first steps towards licensure, applicants who are seeking licensure, local government officials involved in reviewing or procuring engineering services, and the public who consumes engineering services. We determined that this year we would seek an approach to receive input from these other groups.

PE and EIT customers are the two groups which we can inventory because they receive a certificate or license from us which we capture in our agency database.

Services

Over the last several years, we have continued to improve the TBPE customer experience. Our Engineers Cash Handling Online (ECHO) system allows licensees to update their license information and renew their license online. The system is regularly updated to meet customer needs. ECHO is continually refined in an attempt to provide a simple payment system that facilitates the ease of renewal, including automatic email reminders when renewal fees are due.

Another example of customer focused improvements is seen in online services for new applicants. This year we launched an online licensure application system. The new online application allows access to the status of an application during the review and approval process, allowing the applicant to login to check on progress and/or add new information. In addition, the system provides automatic email updates as steps in the application process are completed, such as when paperwork received or when an important step in the process is complete. This new system has been extremely well-received, and it has proven to be a benefit both to customers and agency staff.

Yet another example of services provided has been the decision by the Board to allow applicants to register for their exams directly with the National Council of Examiners for Engineering and Surveying (NCEES). Previously, the applicant would contact NCEES to register for an exam, but would send the registration fee to TBPE, which could cause confusion and communication breakdowns. By registering

and paying with NCEES directly, possible data and communication errors have been eliminated, resulting in a seamless customer experience.

Surveys

Given our approach to broadening the definition of our customers, we have used surveys to receive input in a targeted manner. While we typically send an annual customer service survey to a sampling of licensees to receive a statistically sufficient number of responses, we can also customize an online survey and reach specific groups. For example, with the new online application process, we began sending a survey to everyone who completes the application giving us real-time data on how the new process is working and whether we need to make modifications. We have also added an online survey on our website for receiving feedback on our outreach presentations, as well as a link to our general customer service survey, which we also provide as a link in all outgoing email messages. In this way, customers can provide the agency feedback at any time, instead of only during a survey period.

A great new survey use this year has been for receiving input into our strategic planning process. We wanted to gain insight for our external analysis by identifying strengths, weaknesses, opportunities, and threats. The survey went to a sample of our overall customer base, including staff members, board members, professional societies, and advisory members from educational, governmental, and industrial committees. The input was fed directly into the strategic planning process.

Use of Input

This year we made some revisions to our primary customer service survey. In addition to standard questions about agency functions, we asked specific questions focused on areas that we are expecting to improve. One area was the agency website; another was the use of electronic versus paper invoices and newsletters. Next, we asked for open-ended feedback for suggestions on improvements, specifically asking about our website and online services. Our plan is to use the information when we begin making website revisions later in the year.

Feedback

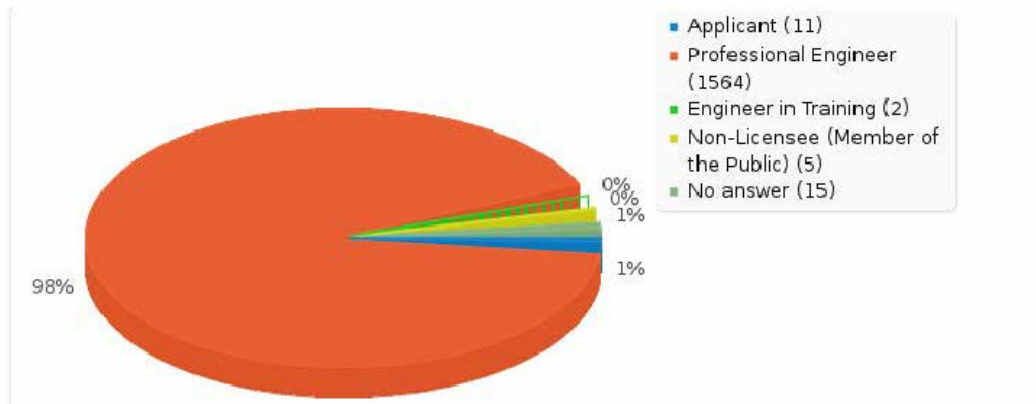
A goal that we have in place for our customer service in the coming year is to demonstrate that we are listening to our customers. Our internal customers – staff members – are polled with the Survey of Employee Engagement. We have learned from this survey that it is important to clearly communicate information that is important to them and to let them know they have been heard. We will also apply that experience to our external customers by providing the information they want in our quarterly eNewsletter and on an FAQ on our website.

Beyond the survey – Strategic Planning

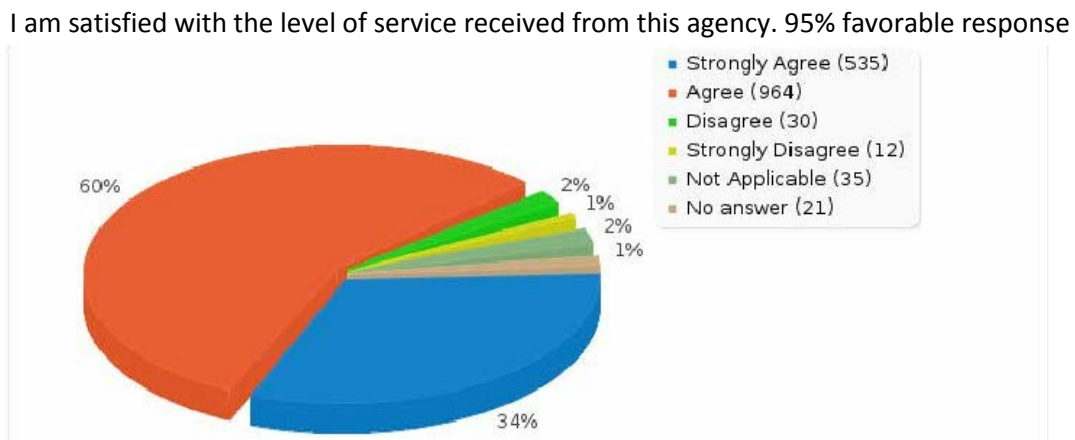
In addition to the survey results which is the bulk of this report, the TBPE strategic planning process has identified external communication as a strategic goal for the coming year. Implementation teams are currently working on the plan for identifying and reaching the constituents of the agency. More on these strategies will be found in our strategic plan.

Results

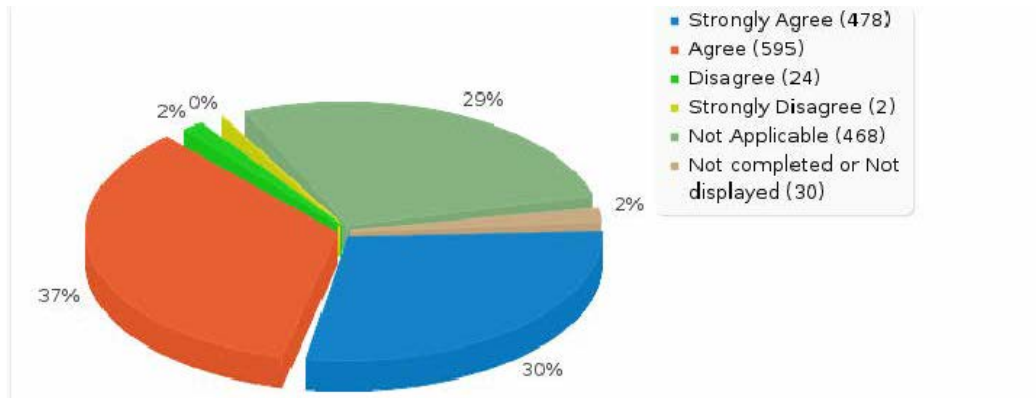
When we sent the new survey this year, we added customers from three other customer groups in addition to the licensed Professional Engineers. For the first time, we sent the survey to Applicants, Engineers-In-Training, as well as non-licensed members of the public. As a regulatory agency, we understood that in sending our survey to a different set of respondents our numbers might change from previous years; however, we found the positive numbers are still quite high.



The numbers for overall satisfaction show that roughly, 95% of respondents are satisfied with the level of service received from the agency, and 97% of those who had interactions with the TBPE found staff to be courteous and professional.



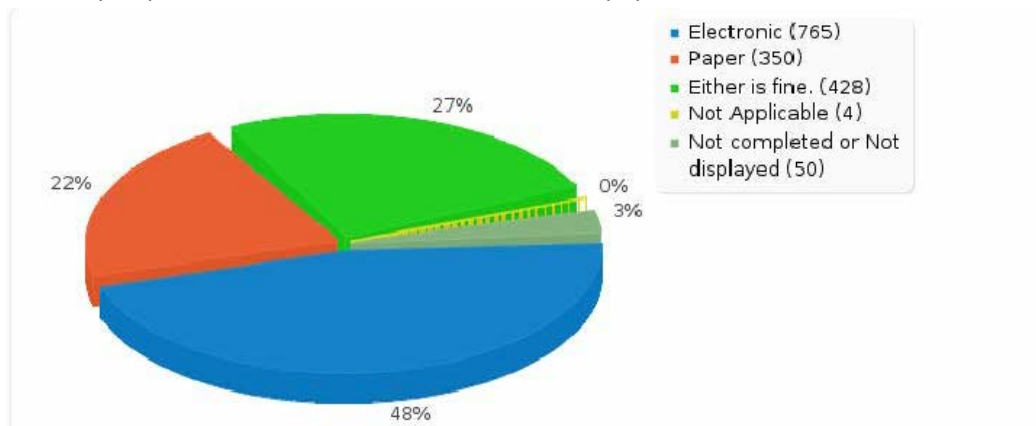
The staff members I've interacted with were courteous and professional. 97% favorable response



Specifics

From questions specifically related to services, the feedback we receive will help to determine where what changes we should pursue. For example, of the 1529 responses to whether paper or electronic renewal notices are preferred, 22.3% responded in favor of paper, a factor that will be consider how best to provide notification to licensees.

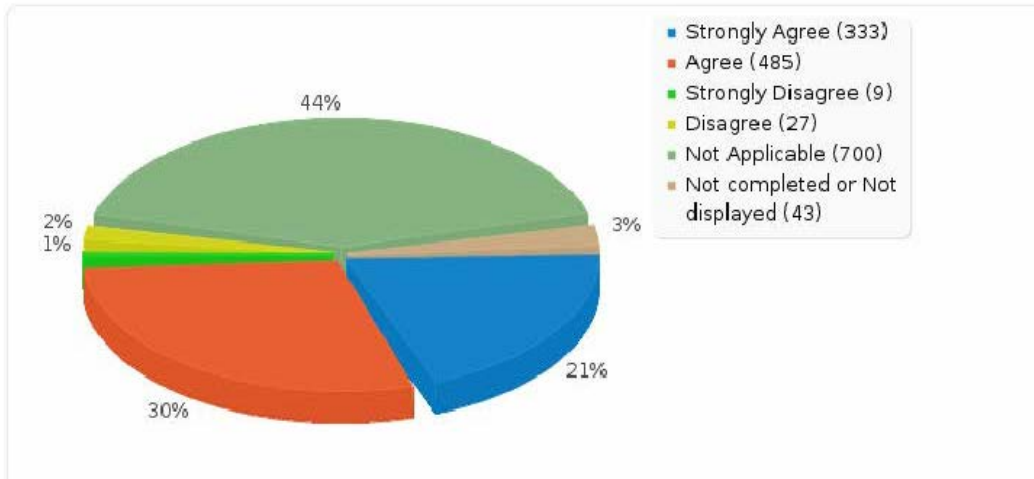
Would you prefer an electronic renewal notice or paper?



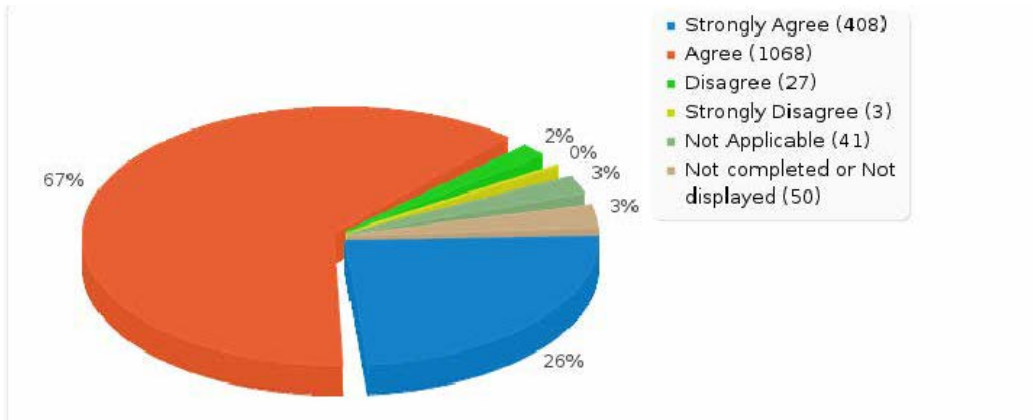
Other useful information includes specific suggestions for website improvements, such as navigation, downloads, and specific web platforms. All of the open-ended questions will be culled through and addressed by our management team.

Additional survey results:

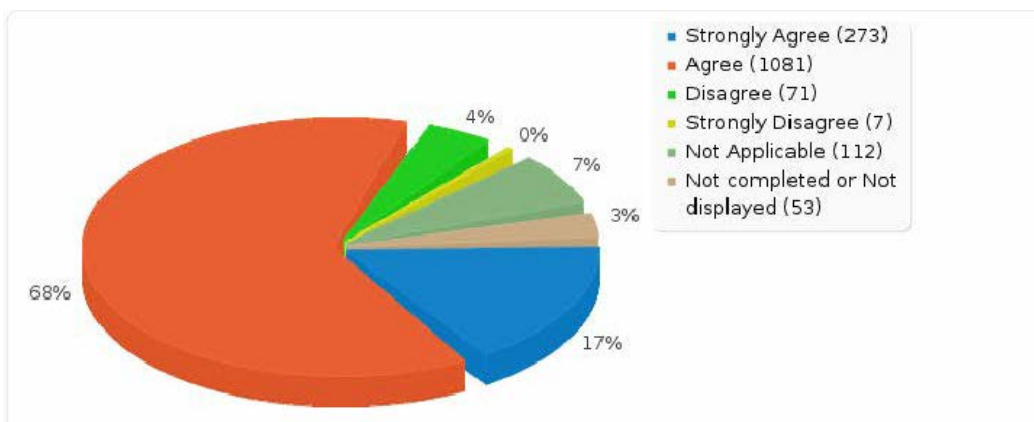
I have contacted the Board and my questions were satisfactorily answered. 96% favorable response.



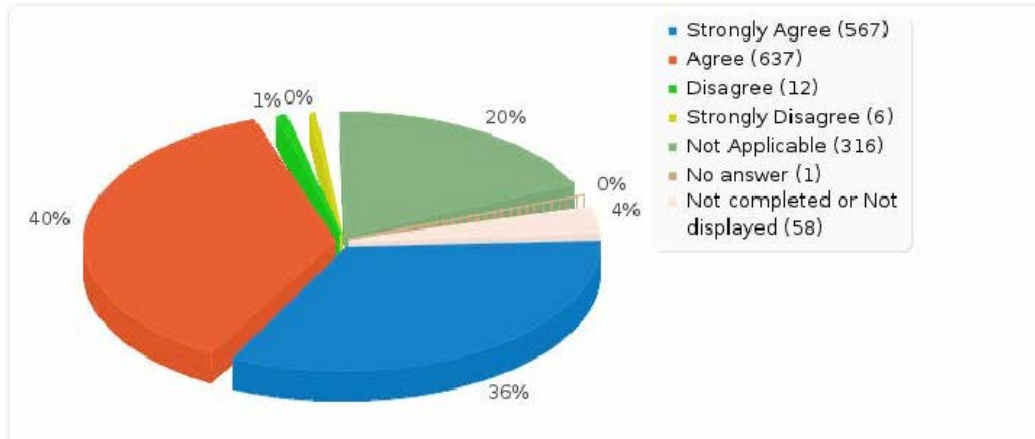
Written materials (Newsletter and quarterly eNewsletter update) provided by the agency are clear and understandable. 98% favorable response



The website is well organized and easy to use. 94% favorable response.



If you answered yes to using ECHO, were you able to renew your license online to your satisfaction?
99% favorable response.



OUTCOME MEASURES

- Percentage of Surveyed Customer Respondents Expressing Overall Satisfaction with Services Received
 - 95%
- Percentage of Surveyed Customer Respondents Identifying Ways to Improve Service Delivery
 - 1.37%*

OUTPUT MEASURES

- Total Customers Surveyed
 - 1,597 responses
 - 16,000 surveyed
 - Response rate of 10%
- Total Customers Served
 - Professional Engineers – 56,182 – SDSI Quarterly Report 2nd Qtr FY 2012
 - Engineers-In-Training – 13,331 – TIDE database as of 2/1/12
 - Population of Texas - 25,674,681 – US Census Quick Facts Website, 2011 est.

EFFICIENCY MEASURES

- Cost per Customer Surveyed – not calculated; costs are included in staff time

EXPLANATORY MEASURES

- Total Customers Identified
 - Professional Engineers
 - Engineers-In-Training
 - The citizens of Texas
 - Consumers of Engineering Services (see text above)
- Total Customer Groups Inventoried
 - Professional Engineers = 56,182
 - Engineers-In-Training = 13,331

*Calculation based on 21 responses from a total of 1528 answering the question of how TBPE could improve our website, although the answers went beyond the scope of the question.