



# The “How” Matters: Exploring Customer Satisfaction



**AIRS I&R TRAINING AND EDUCATION CONFERENCE  
ST. LOUIS, MISSOURI**

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# Introductions



Amy Flowers

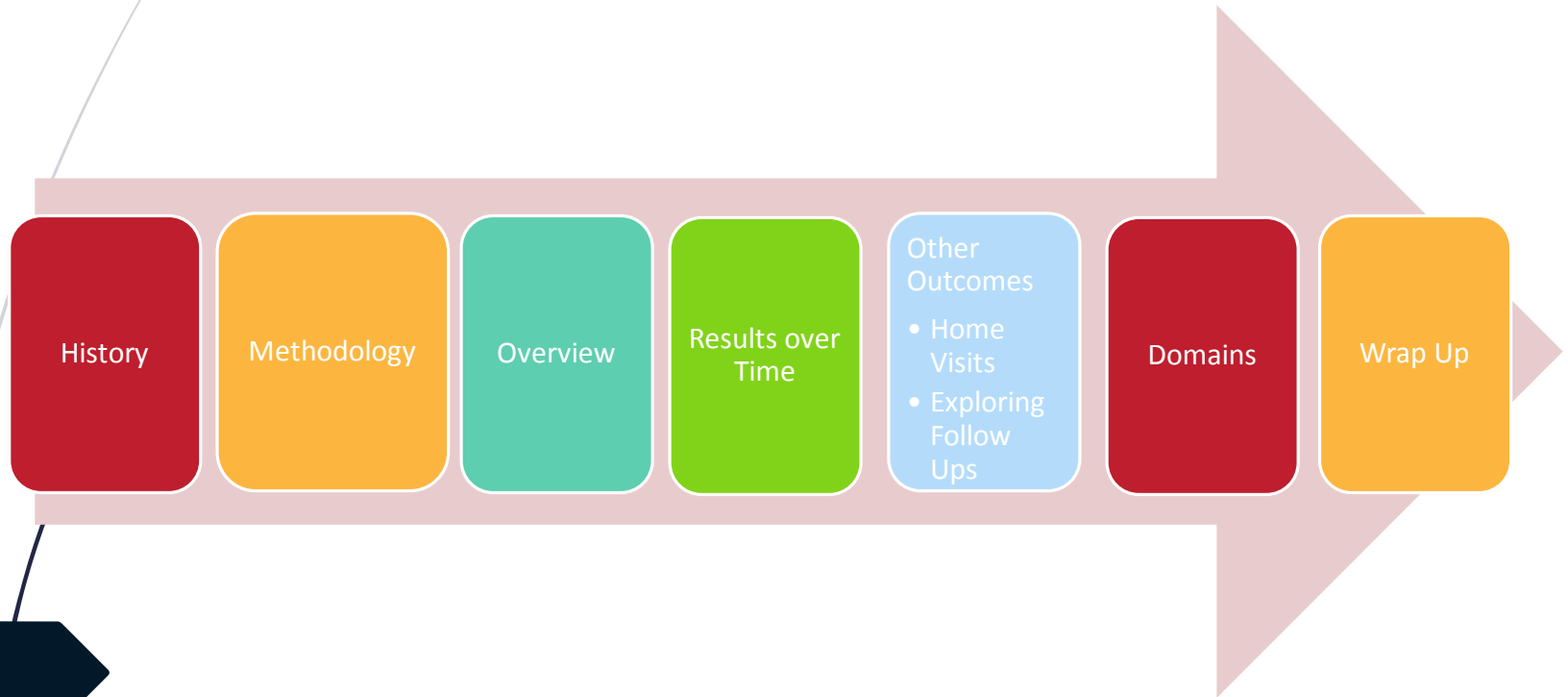
- Analytic Insight

Maurine Strickland

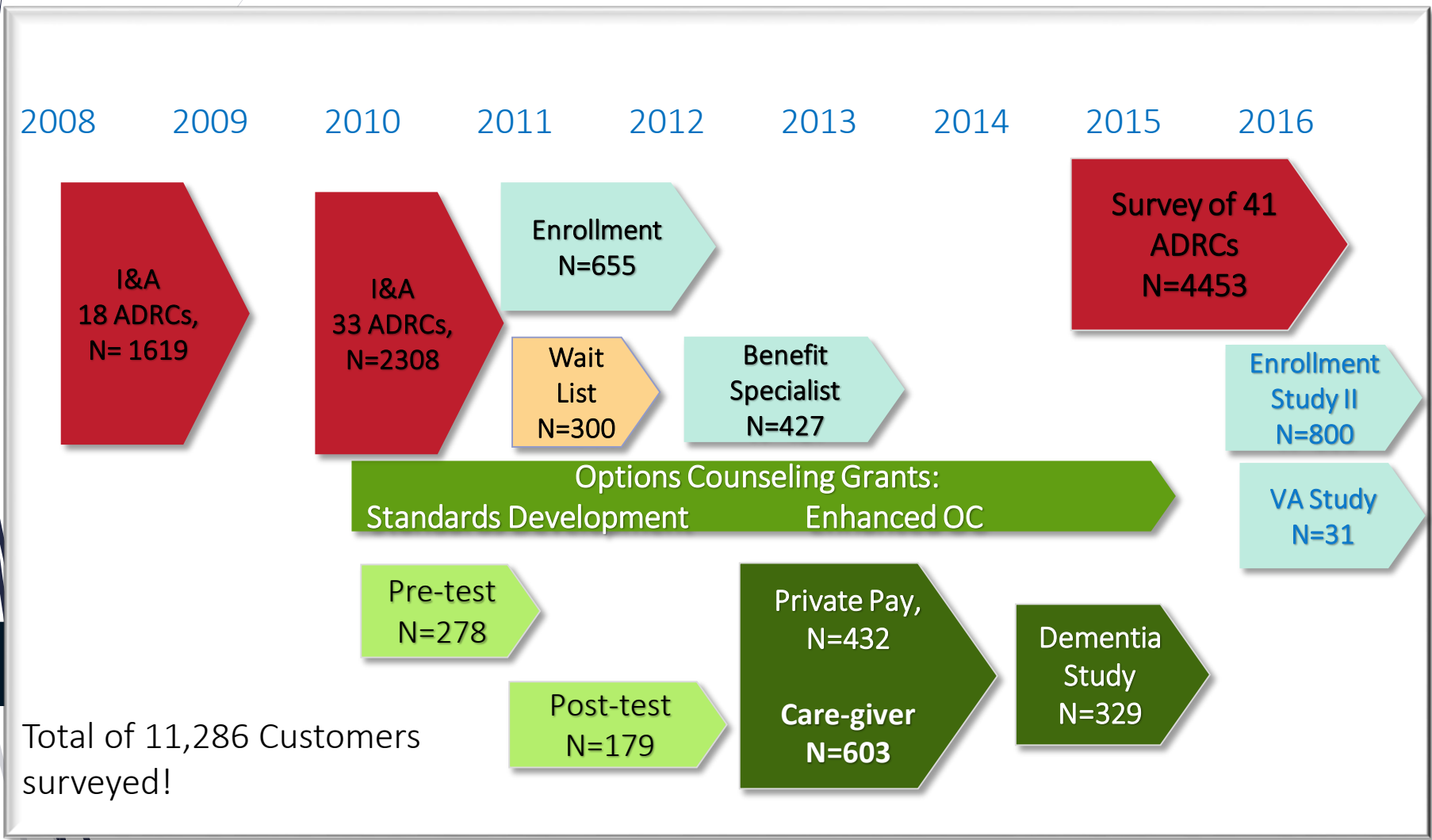
- State of Wisconsin, Department of Health Services



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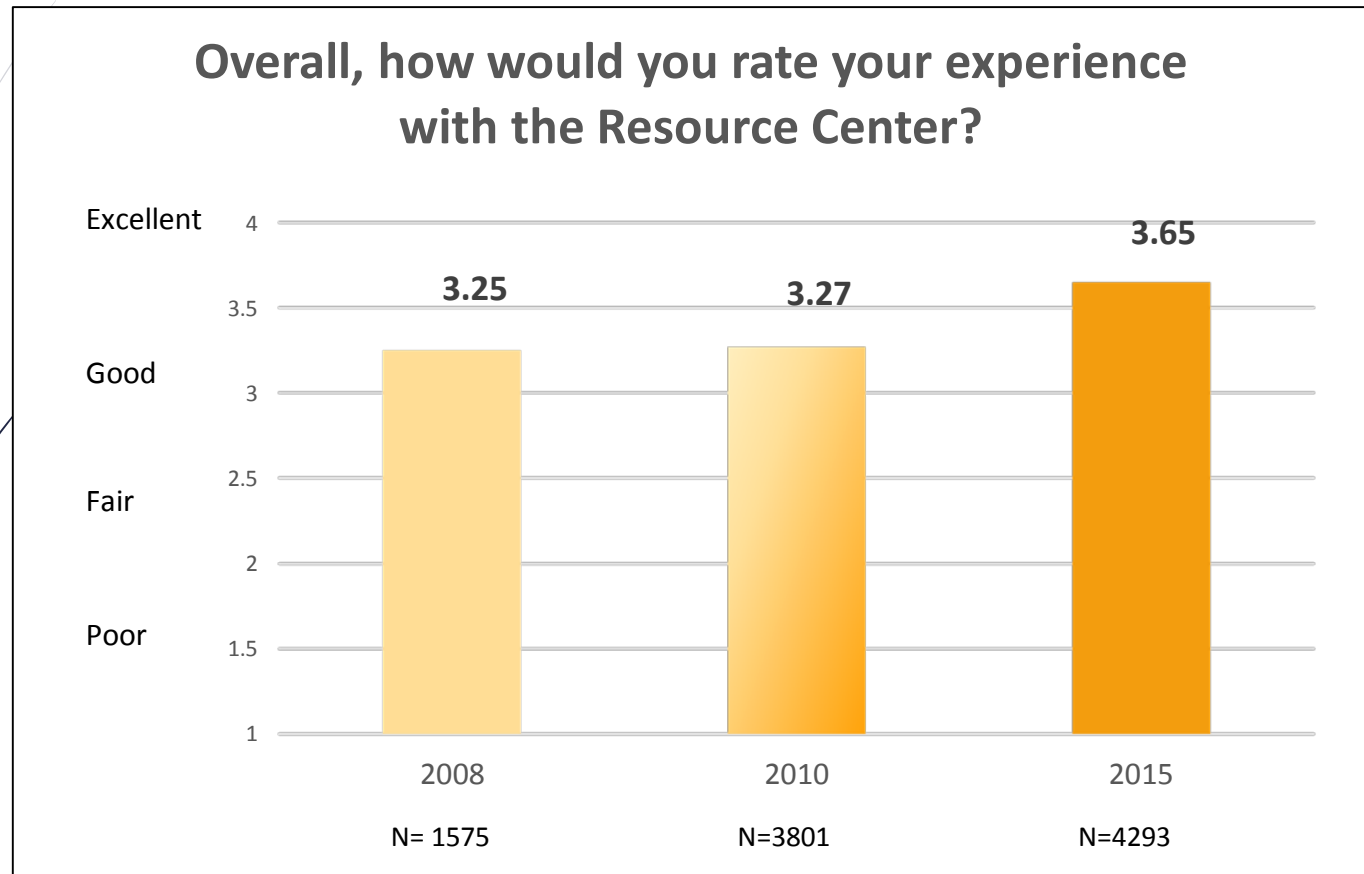
# History of WI's ADRC Research Studies



# Methodology

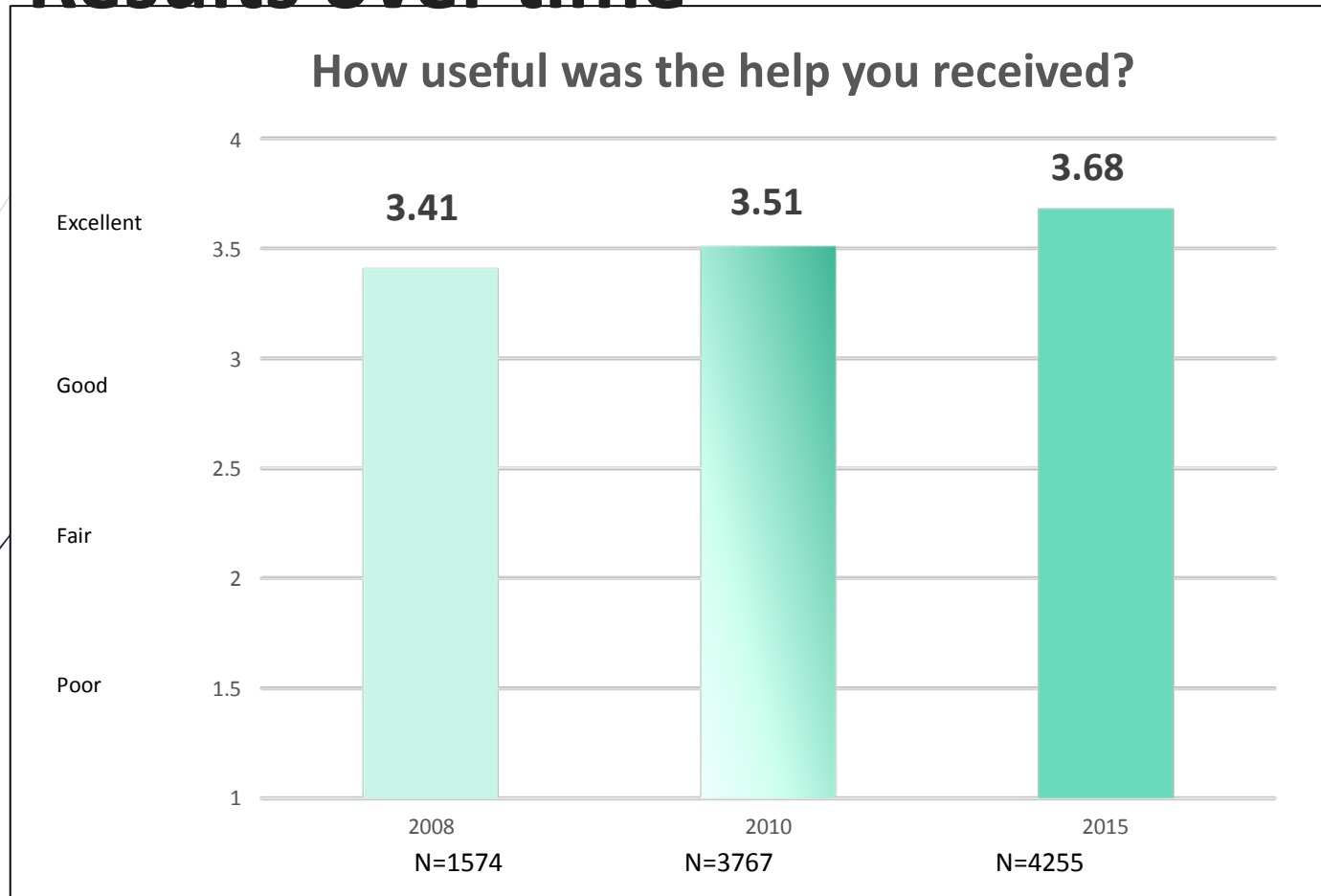


# Results over time



- No significant difference between 2008 and 2010
- Significant increase between 2010 and 2015

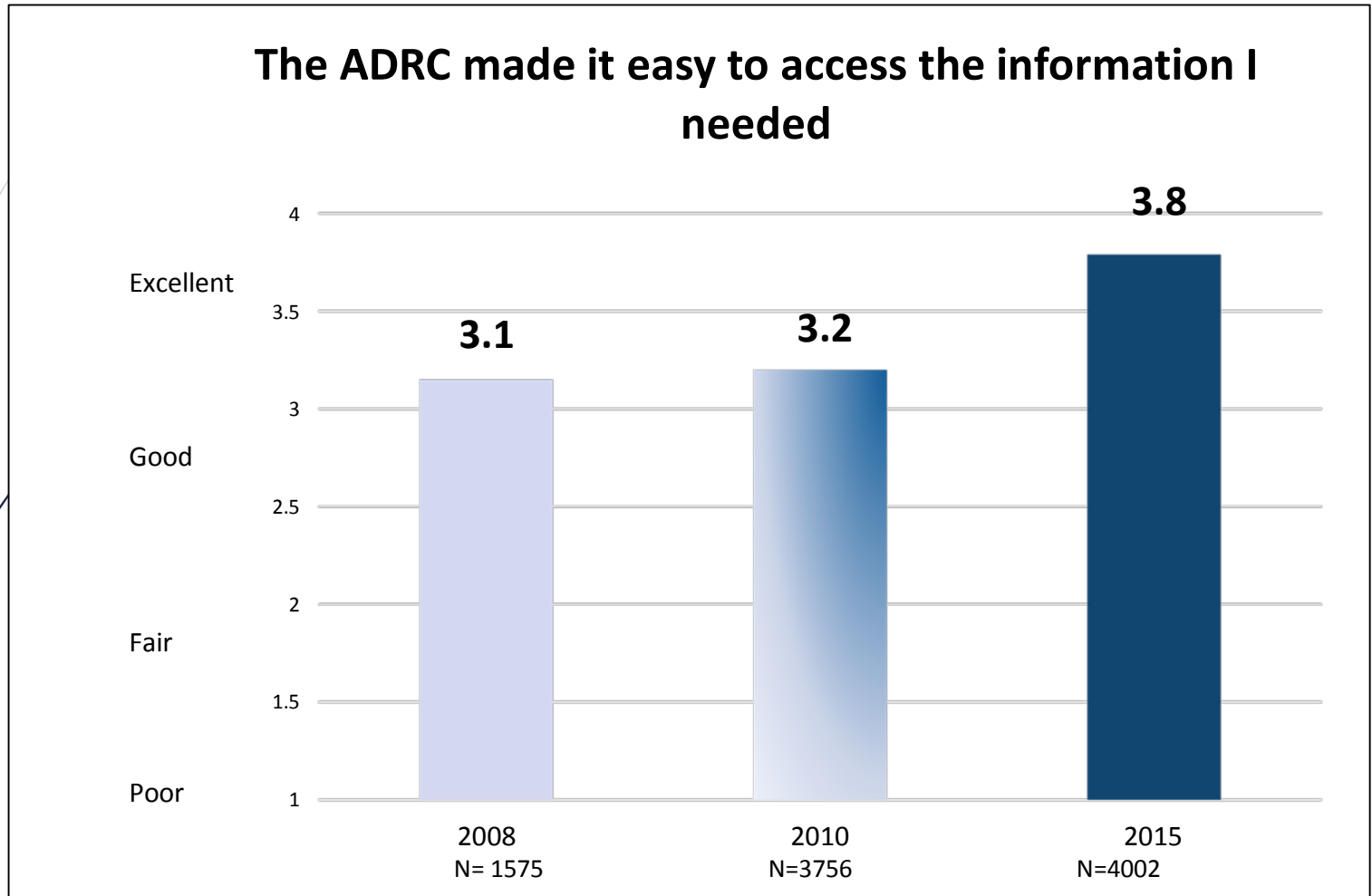
# Results over time



- “Almost” (.1) significant difference between 2008 and 2010, significant increase between 2010 and 2015

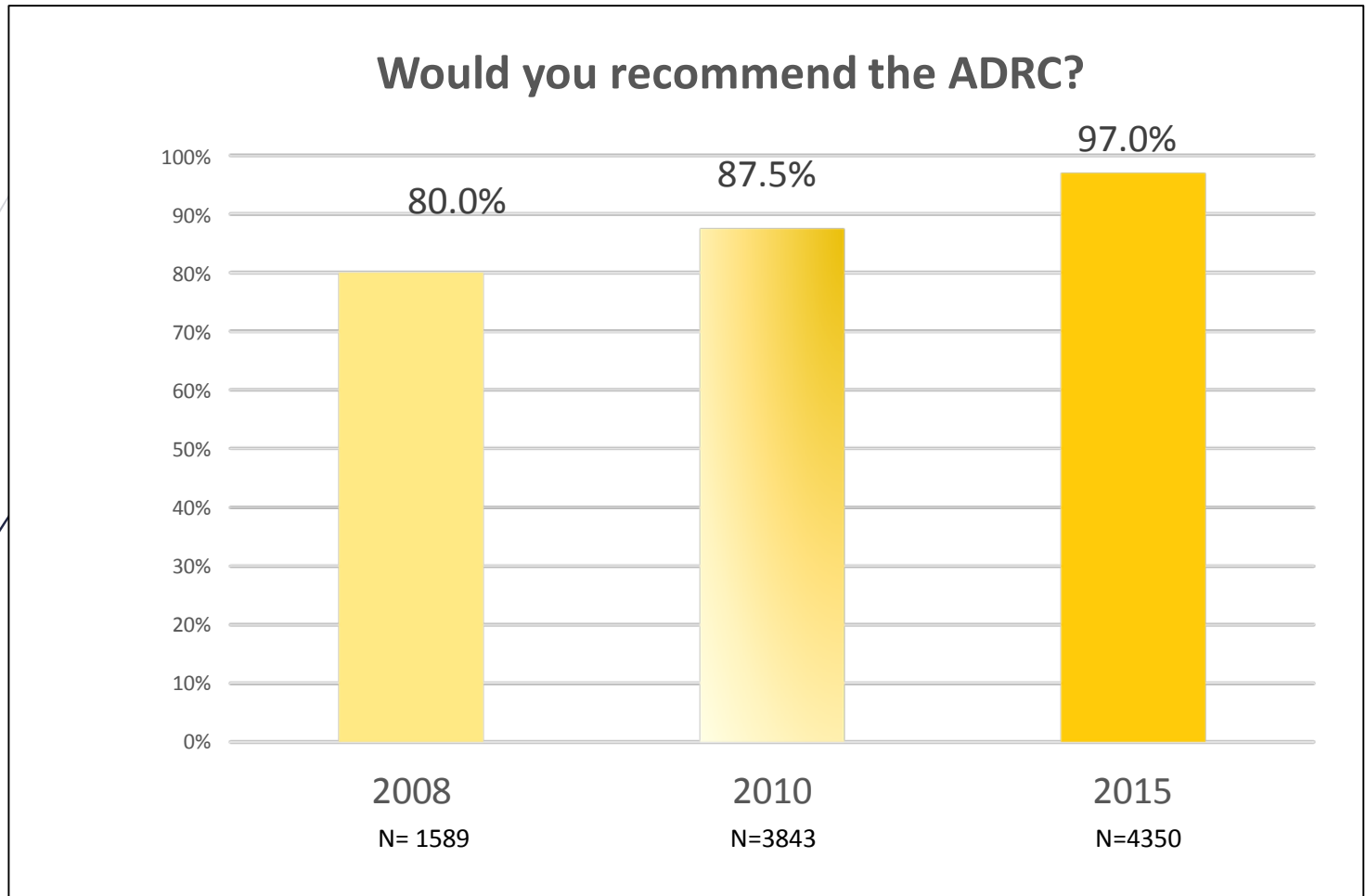


# Results over time



- Steady, significant increase.

# Results over time



- Steady, significant increase.
- Not much room for improvement.

# What We Learned:

## Domains of Customer Satisfaction

### Accessibility

- Ability to find the phone number, get to the office and access the ADRC

### Culture of Hospitality

- Returning calls promptly, privacy

### Knowledge

- Both range and depth on a wide variety of issues

### Personalization

- Filtering irrelevant information so as not to overwhelm

### Guidance

- Help in applying information to particular situation

### Empowerment

- Putting the customer in the driver's seat

# Professional Practice – Getting Ready!

New Staff



- Recruitment
- Orientation
- Initial learning



- Community
- Peer group



- Expectations
- Coaching
- Documentation

# Customers – ADRC Experience

**Valued  
Experience**



## Accessibility & Culture of Hospitality

- Welcome
- Role
- Confidentiality



## Personalization & Knowledge

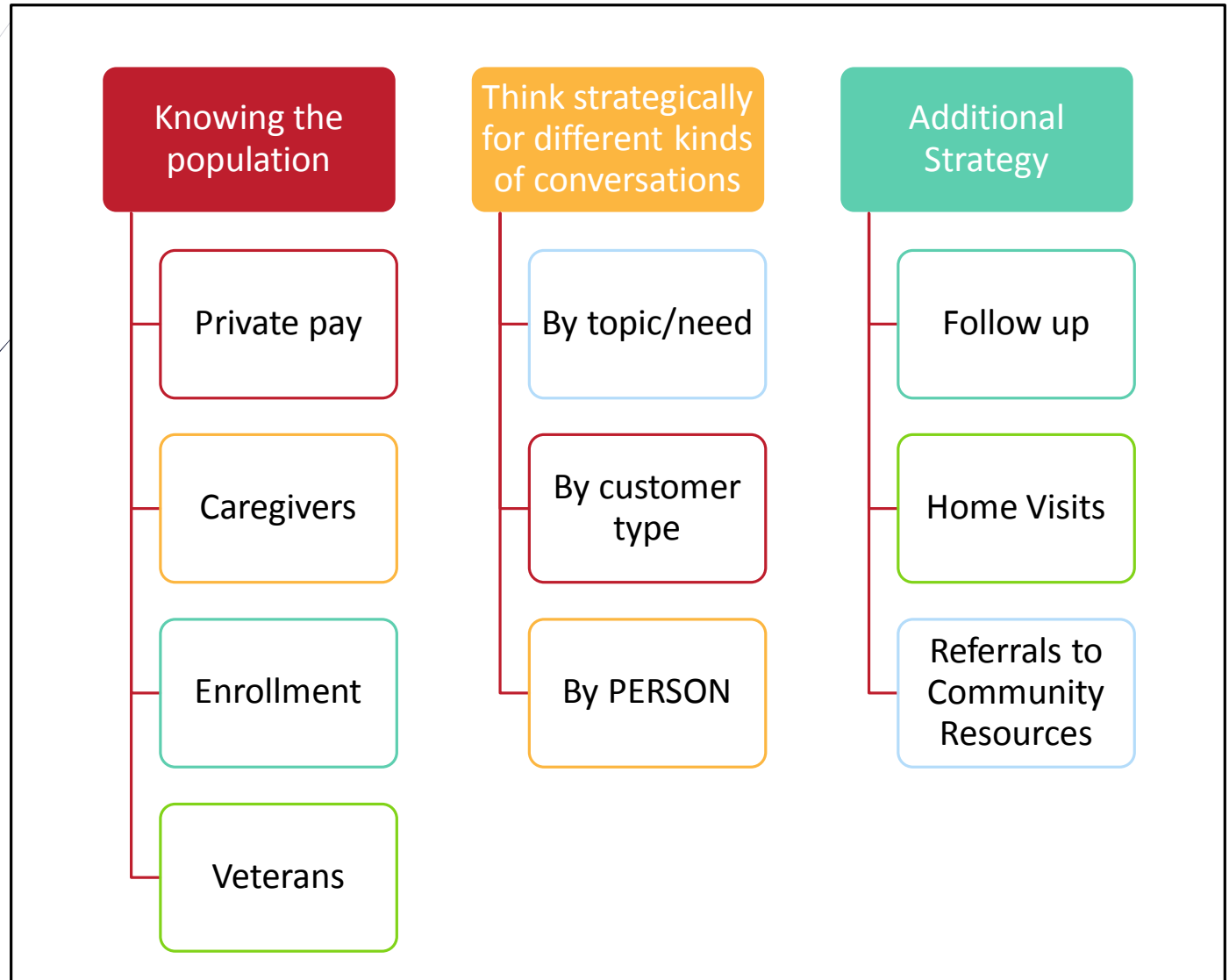
- Discovery
- Researching options
- Decision support



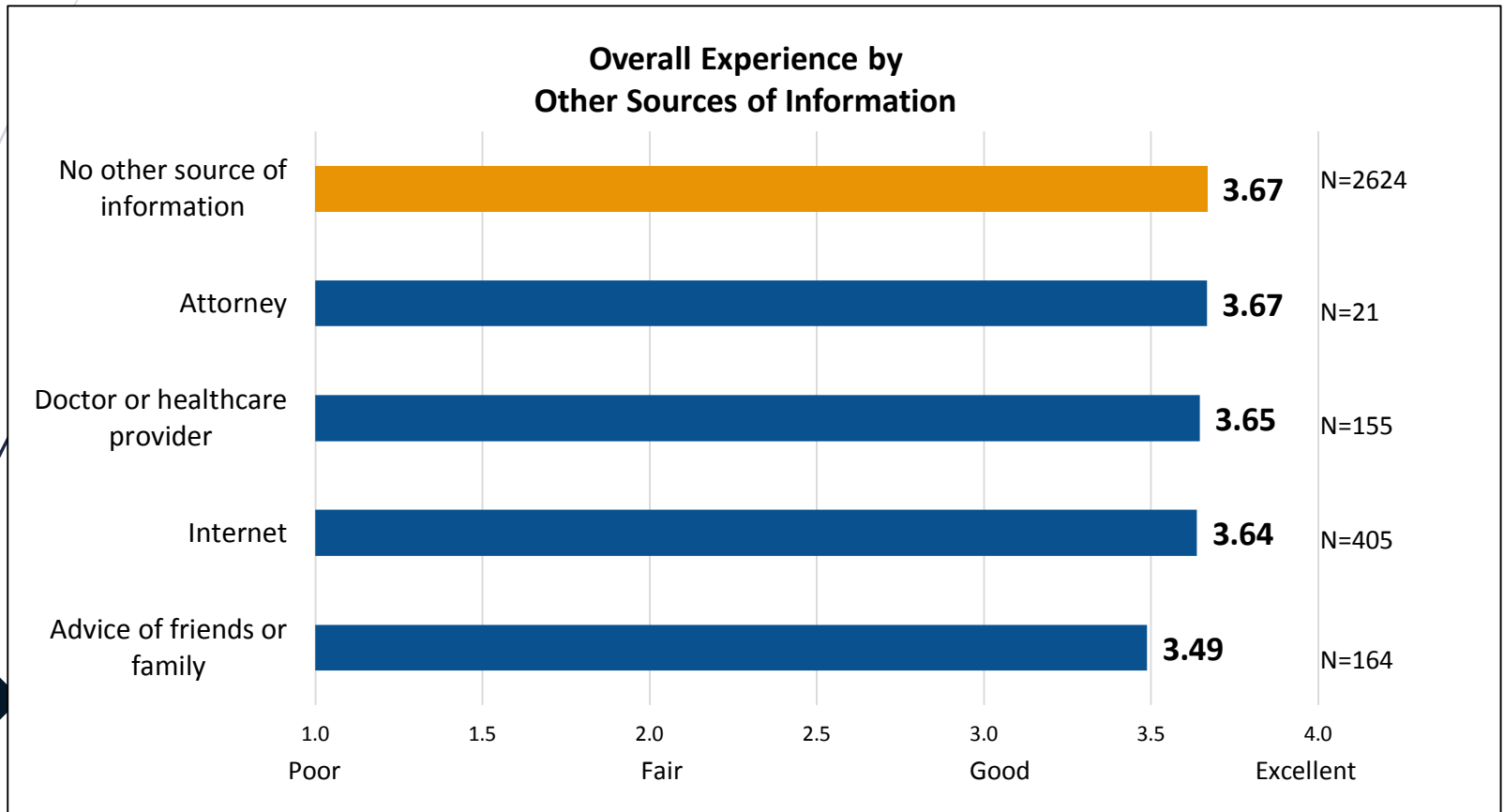
## Guidance & Empowerment

- Next Steps
- Follow-up

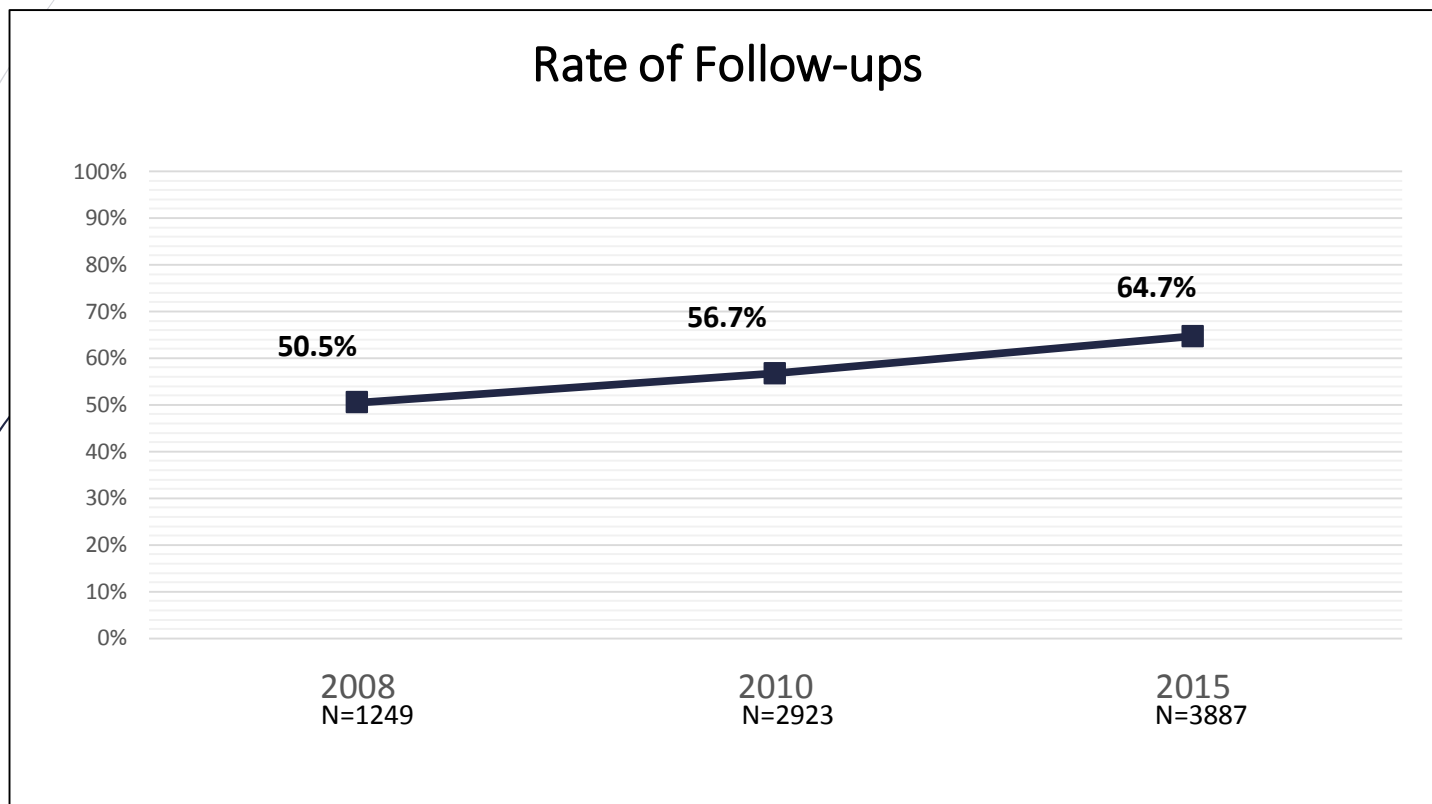
# Professional Practice – The How



# Customer Service for Customers at a Variety of Starting Points



# Growing Use of Follow Up



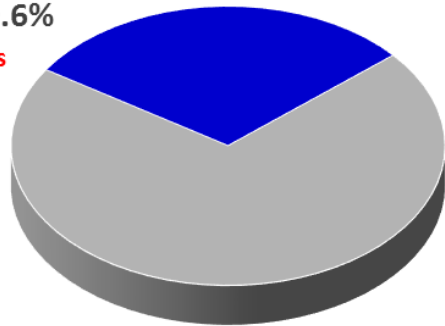
- Steady increase over time.
- About 5% over each 2-2 ½ year period.



# Helping Customers Stay in their Homes

The ADRC helped me to stay at home in a situation where I might otherwise have gone to a nursing home or assisted living.

Yes, 29.6%  
759 individuals

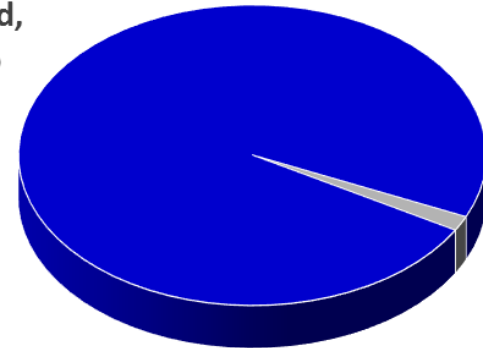


No or Not Applicable, 70.4%

N=2,565

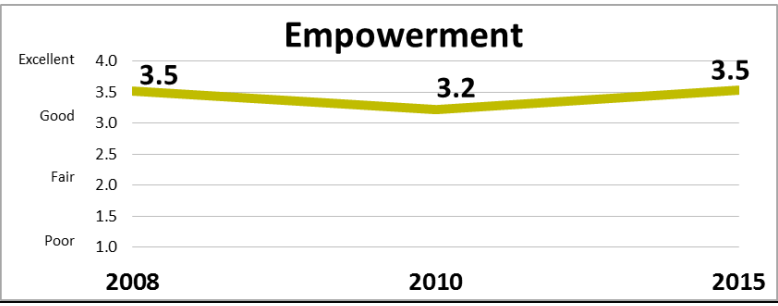
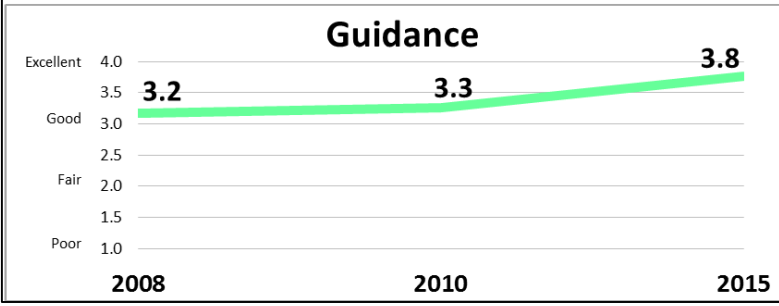
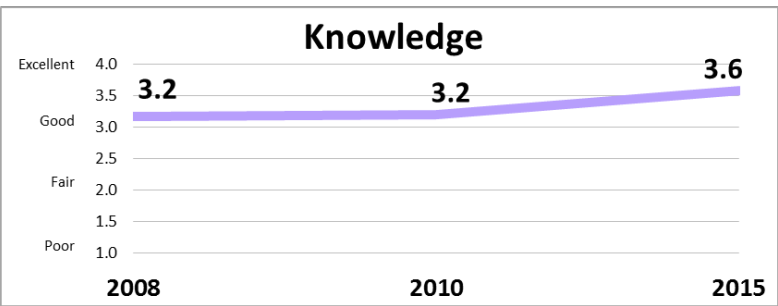
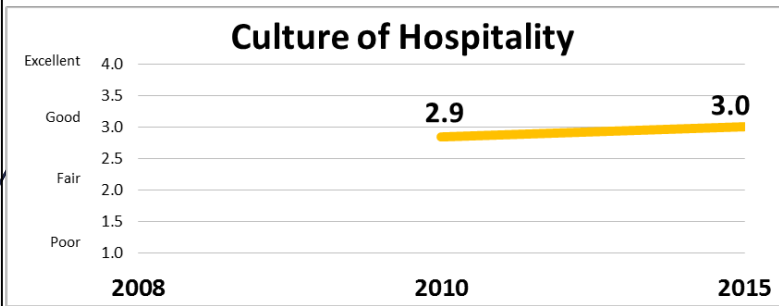
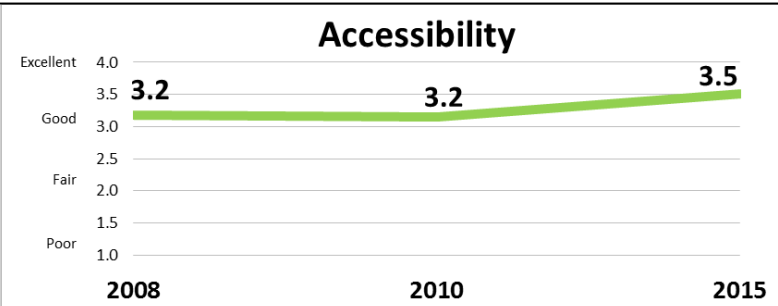
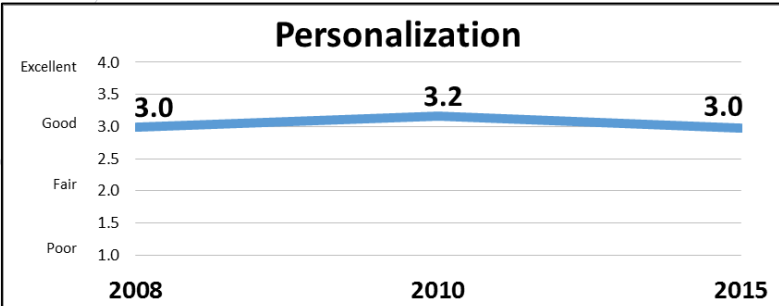
Satisfaction with home visit

Satisfied, 98.4%



Dissatisfied, 1.6%

# Domains Over Time



# Wrap up

Nuanced approach to customers  
that is based on their needs

Importance of key  
elements

Impact of ADRC services

# Resources and Contact Information

Here is a link to the published reports:

<https://www.dhs.wisconsin.gov/adrc/pros/index.htm>

And this is a link to the coaching tool for options counseling:

<https://www.dhs.wisconsin.gov/adrc/pros/opsguide-6-options.htm>

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