NIST Measurement Services Division (MSD)
Standard Reference Data
Customer Satisfaction Report Card

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1. Explain who will be surveyed and why the group is appropriate to survey.

As part of the NIST Balanced Scorecard effort, Measurement Services Division, working with the NIST Laboratories, has been surveying purchasers of NIST Standard Reference Data PC products, online subscribers and free online systems. A NIST Customer Satisfaction Report Card has been included with each PC product shipped by NIST. Links are also available on NIST free online systems and subscription products. By surveying the purchasers of NIST Standard Reference Data products, NIST has been obtaining feedback on how to improve the product and its delivery and how to better meet the customer's needs with regard to data services in the future.

2. Explain how the survey was developed including consultation with interested parties, pretesting and responses to suggestions for improvement.

Questions for this survey were developed based upon previous customer satisfaction surveys that had been used within the NIST Measurement Services Division, a survey design template created by the former NIST Technology Services (TS), and the customer satisfaction "report card" recommended by the NIST Customer and Stakeholders Relations Council. Survey templates on questions given to the NIST Laboratories on MSD services were also used. Use of the template has improved the quality, completeness, consistency and actionability of customer survey data collected throughout NIST, and ensures that NIST satisfaction surveys include standard questions that can be used to monitor performance at the group, division, and NIST levels. The "report card" instrument was developed by NIST on the basis of similar instruments used by a two-time Baldrige National Quality Award winner. All feedback is forwarded to Laboratory Quality Managers and Technical Contacts. Indeed, this survey is an integral part of the NIST Quality System and is used in numerous Division Quarterly Quality Reports. Questions on SRD, SRM and Calibrations have been harmonized so it is easier to see a cross-cutting of data and improvement needs.

3. Explain how the survey will be conducted, how customers will be sampled if fewer than all customers will be surveyed, expected response rate, and actions your agency plans to take to improve the response rate.

• A report card will be sent with each PC product shipped by NIST. NIST MSD employee will be placing a report card in with each different PC product shipped. Automated report cards are also linked on free NIST online data systems and online subscription products.

• The report card should take about five minutes to complete (both online and in paper form), even if written comments are included.

• Paper report cards will be self-mailers and will require no postage.

• Report cards will be returned to the MSD Quality Group where they will be collected, tabulated and analyzed. Online responses are reviewed by key representatives at the program level, forwarded to Division Technical contacts and Quality Managers. All data is included in Division Quarterly Quality Reports. This system now is integral in all Quarterly Quality Reports throughout NIST.

Expected Response Rate:

We continue to expect an 80% response rate (paper and online).

Proposed Actions to Improve Response Rate:

The report card will be a self mailer included with each different PC product shipped . The report card will be packaged with the product and mailed first-class which has been shown to increase the response rate of mail surveys. It is believed that continued use of this type of packaging will facilitate a good response rate. Additionally, the report card format is simple and in a style that makes it look smaller and easier to complete, thus encouraging the customer to complete and return the report card. Online surveys are also extremely easy and quick to fill out since the user has just finished accessing free online data and the link is very accessible.

4. Describe how the results of the survey will be analyzed and used to generalize the results to the entire customer population.

• The MSD Quality Team will collect, tabulate, and analyze the report cards returned from SRD customers.

• Summary reports, along with copies of all returned report cards, are sent to each Division and NIST Operating Unit (OU) and the appropriate Quality Manager and Technical Contact.

• Report cards with "fair" or "poor" marks in any category will be copied immediately to the Division. This is done even if the mark refers to MSD transactions.

• Summaries appropriate to completing the NIST Balanced Score Card will be prepared as needed by both MSD and OUs/Divisions.