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An on-line survey of TSA's Customer Service & Quality Inspection Managers, (CSQIMs) conducted in the Summer of 2011 by OSO Communications, yielded the following statistics.

- 84% of respondents utilize the Customer Service Card at their airports.
- 89% believe, from their experience, that the paper Comment Card is the best medium for passengers.
- 92% believe that passengers should be provided both options, a paper card and an on-line capability, or just the paper card option.
- The most common responses for retaining the paper card are:
  - Most passengers want the immediate written ability to provide either a complaint, a compliment, or a comment.
  - Many passengers are older and do not have access to a computer.
  - TSA could discontinue the paper Comment Card if computer kiosks were set up at every airport.
  - Customers with compliments are less likely to wait until they get in front of a computer to provide their comments.

We therefore conclude that based upon the experience of our CSQIMs in the field, the physical paper Customer Comment Card is a critical vehicle for collecting and evaluating customer satisfaction responses.

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**The Source Network/National Shift Brief**

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