

SCCS SURVEY FOCUS GROUP MODERATOR'S GUIDE

**Applicant Feedback for the
Survivor Centric Customer Satisfaction (SCCS) Survey**

**CUSTOMER SATISFACTION
ANALYSIS SECTION
(CSA)**

June 2014



FEMA

1

INTRODUCTIONS

**3
min**

Welcome / Introductions / Housekeeping:

- Welcome / Thank you
- Introduce self and note taker
- Evacuation plan
- Location of restrooms
- Name tents / Sign In

Welcome

Welcome! On behalf of FEMA, we want to thank you for taking time out of your busy lives to participate in this focus group. Your feedback will be very valuable to us.

Introduce

My name is _____. And this is _____. We work in the Customer Satisfaction Analysis department for FEMA, located in our Texas facility. I will explain a little more about that in just a minute. First let's cover some incidental but important information.

Evacuation

In the event of an emergency where we have to evacuate, we will exit out of _____ doors.

Restrooms

The restrooms are located _____.

**Sign In Sheet
Name Tent**

Please fill out the Name tent on both sides with your first name and place it where we can easily see it. Also, has everyone signed the Sign in Sheet?

**10
min**
(1 min per
participant)

**Participants
Introductions**

Okay, now I'd like each of you to provide your name and tell us a little bit about yourself.

4
min

2 PURPOSE

Purpose of Focus Group:

- CSA brief
- Reason we invited participants
- Ease and Assurance
- Note-taking

CSA brief

As I mentioned, we are from the Customer Satisfaction Analysis department for FEMA. Our objective is to analyze disaster survivors' needs in order to enhance the tools, the information, the disaster programs, and the customer service that FEMA provides.

Reason

The reason we have invited you here today is to find out what is important to you regarding disaster preparation and disaster recovery. We want to be sure we are providing what disaster survivors need most. Your feedback will help us determine any areas that may need more attention.

Ease and Assurance

We want you to feel completely at ease to share your thoughts, so please be assured that your responses today will not in any way affect the outcome of your FEMA application.

Note-taking

Also, there are no right or wrong answers. This session is meant to gather your personal opinions.

I will be asking 5 questions. _____ will be typing notes as you speak, so we have an accurate record of your responses. With that in mind, we ask that you speak clearly and one at a time so she/he doesn't miss anything, and so everyone has an opportunity to speak.

Participant questions

If you need for me to repeat a question please feel free to do so. And if you have any questions during the session, or at the end, we will be glad to answer if we can.

Let's begin.

<p>12 min</p> <p>Information</p>	<p>3 QUESTIONS</p> <p>For this first question we will go around the room to give each of you an opportunity to share.</p> <p>Considering all types of disaster recovery <u>information</u>, not just FEMA's,</p> <p>1a. What type of recovery information were you most interested in obtaining after the disaster occurred?</p> <p style="text-align: center;">and</p> <p>1b. How do you prefer to obtain disaster recovery information?</p> <p>_____, let's start with you</p> <p><i>If the respondent answers 2b as "the Internet", probe to find out what specific site. Thank respondent.</i></p>
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<p>12 min</p> <p>Preparations</p>	<p>2a. Before the disaster occurred, what preparations did you make for protecting yourself and your household?</p> <p style="text-align: center;">and</p> <p>2b. What source did you use to obtain information about <u>preparing</u> for a disaster?</p> <p>Who would like to go first?</p> <p><i>For respondents who say they did not prepare, probe to find out what they felt prevented them from preparing. If their answer indicates they didn't know how or what to prepare, be sure the note-taker records that. Thank respondent.</i></p>
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<p>12 min</p> <p>Application Process</p>	<p>3a. How did you apply for FEMA assistance?</p> <p style="text-align: center;">and</p> <p>3b. What changes do you feel are needed to make the application process easier?</p> <p>Who would like to start?</p> <p><i>For each person's response, ensure the Note-taker includes the method in which they applied. Thank respondent.</i></p>
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<p>12 min</p>	<p>QUESTIONS</p> <p>Now I would like for you to think about your Expectations of FEMA's disaster</p>
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<p>Expectations</p>	<p>assistance programs.</p> <p>4a. Before the disaster, what were your Expectations of how FEMA could help you recover?</p> <p>4b. What is your understanding now of how FEMA helps disaster survivors?</p> <p>Who would like to start?</p> <p><i>Probe to find out where they might have developed their expectations. Thank the respondent.</i></p>
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<p>12 min</p> <p>FEMA help</p>	<p>5. How do you feel FEMA could have been more helpful during your recovery?"</p> <p>Who would like to go first?</p> <p><i>Probe for specifics if their answers are to generic. Thank the respondent.</i></p>
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<p>3 min</p>	<p>4 CLOSING</p> <p>Okay, that was the last question. You have all provided some excellent feedback. We thank you for your participation and want you to know your feedback will be very valuable in helping us determine the best way we can help other disaster survivors.</p>
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