

HUD Customer Experience Facilitated Sessions

PRA Submission Documentation



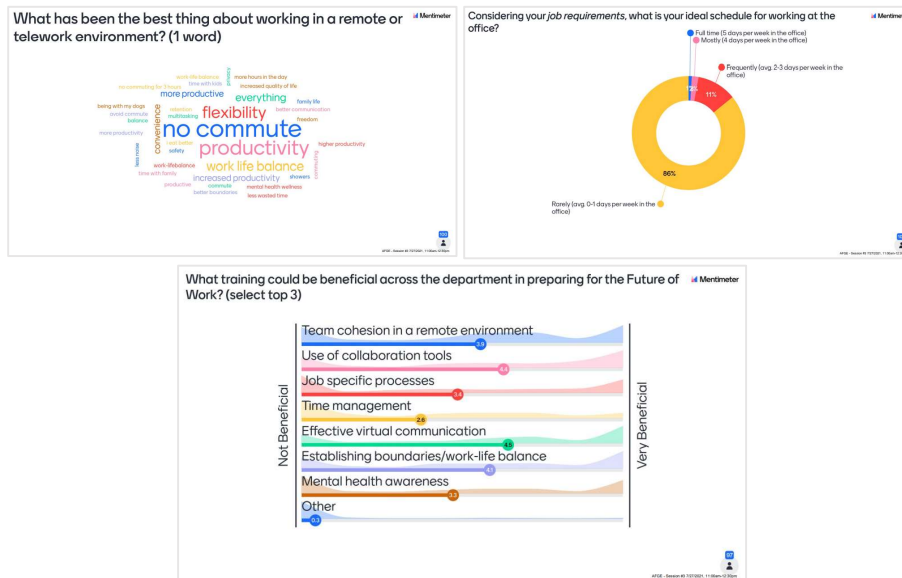
Overview:

The purpose of the HUD Customer Experience (CX) Facilitated Sessions are to understand customers' experience during the last two years, a period during which HUD's staff provided services largely through remote support.

These interactive facilitated sessions will allow for comparison between employee and customer perceptions of work effectiveness throughout the pandemic and an understanding of our customers' overall experience during this period.

Method:

- **Number of sessions:** 10 sessions (2 in Spanish, 8 in English)
- **Session Length:** 1.5hrs
- **Target Audience:** Employees of Benefits providers that directly interact with HUD personnel
- **Target Attendance:** ~3,000
- **Feedback Channels:**
 - **Teams Meetings:** Teams will be the primary platform where facilitators will directly interact with respondents. Facilitators will provide introduction content and monitor the chat for any issues or questions. All participants will join on mute and will not have the ability to verbally interact with the audience. Per team's attendance limitations, only 300 respondents will be able to join each session.
 - **MentiMeter:** An interactive visualization tool that will allow respondents to answer questions posed by facilitators and live view the responses as they are submitted. Facilitators will voice over questions and make light comments on the responses as they come in. Visualizations will be accessible to respondents on their personal screen (where they submit responses) and will additionally be projected onto the teams' screen. *Example visualizations displayed below:*



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- **Semi-structure facilitation approach:** All questions will be uniformed across all sessions, including the introduction material and talk track associated with each question. Facilitators will have the ability to encourage respondents to provide additional thoughts in the chat based on responses. Talking points and the direction of the conversation will vary slightly at the discretion of the facilitator based on the direction of specific conversations.

Questions:

1. What type of benefit(s) or service(s) do you provide to public customers?– *Select multiple if applicable*
 - **Access to Affordable Rental Homes:** Programs to grow, preserve, and fund affordable rental home access, and provide supportive services to residents
 - **Homeownership Opportunity & Housing Market Stability:** Programs and lending/securities products that facilitate equal opportunity homeownership and strengthen the market
 - **Housing Quality & Improved Living Conditions:** Programs to assess and mitigate hazards or deficiencies in housing, and tools to facilitate asset management for HUD and improved living conditions for citizens
 - **Economic Growth & Community Resilience:** Grants and programs to stimulate economic development and grow strong, resilient communities or revitalize those in disaster areas
 - **Fair Housing and Equal Opportunity Enforcement:** Support to agencies and organizations ensuring fair, safe, equitable housing practices and channels for citizen reporting of potential housing discrimination
2. What is the number of customers that your organization provides benefits or services to on an annual basis?
 - *0-50 customers*
 - *51-100 customers*
 - *101-500 customers*
 - *500-1000 customers*
 - *1,001+ customers*
3. How would you describe HUD in one or two words?
 - *Open ended response*
4. What is the size of your organization by number of employees?
 - *0-10 employees*
 - *11-50 employees*
 - *51-100 employees*
 - *100+ employees*
5. What is the length of your personal engagement with HUD?
 - *0-1years*
 - *1-2years*
 - *3-5years*
 - *6years+*
6. What has been the most challenging thing about the remote work environment as it relates to how HUD serves you?
 - *Open ended response*

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7. If you received services or engagement from HUD for over 2 years, how would you rate your experience PRIOR To the Pandemic?
 - 5 = *excellent*
 - 4 = *adequate*
 - 3 = *sufficient*
 - 2 = *inadequate*
 - 1 = *unacceptable*
 - *Not applicable*)
8. If you have received services or engagement from HUD during the Pandemic, how would you rate your experience?
 - 5 = *excellent*
 - 4 = *adequate*
 - 3 = *sufficient*
 - 2 = *inadequate*
 - 1 = *unacceptable*
 - *Not applicable*
9. Please provide examples of how you utilize in person interactions with HUD personnel to meet objectives.
 - *Open ended response*
10. Prior to the pandemic, how often did you meet in person with HUD personnel?
 - Very frequently
 - Frequently
 - Neutral
 - Infrequently
 - Very infrequently
 - Never
11. How important is it to you to have in person access to HUD personnel?
 - Extremely important
 - Important
 - Neutral
 - Unimportant
 - Extremely unimportant
12. How important is flexibility in where you engage with HUD?
 - Extremely important
 - Important
 - Neutral
 - Unimportant
 - Extremely unimportant
13. How important is flexibility in when you engage with HUD?
 - Extremely important
 - Important
 - Neutral
 - Unimportant
 - Extremely unimportant

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14. How would you rate your need to meet in person with HUD personnel to meet your objectives?
 - Extremely important
 - Important
 - Neutral
 - Unimportant
 - Extremely unimportant
15. How would you rate your preference for meeting in person with HUD personnel to meet your objectives?
 - Extremely important
 - Important
 - Neutral
 - Unimportant
 - Extremely unimportant
16. Rate the importance of engaging in person with HUD personnel to meet your objectives? (all answers on a sliding scale 1 extremely unimportant to 5 extremely important)
 - Monitoring
 - Property inspection
 - Technical Assistance
 - Training
 - Conferences/Networking
 - Milestone Achievements (groundbreaking, ribbon cuttings)
 - Other
17. How would you rate your ability to reach HUD personnel in a timely manner during the pandemic?
 - *5 = excellent*
 - *4 = adequate*
 - *3 = sufficient*
 - *2 = inadequate*
 - *1 = unacceptable*
 - *Not applicable*
18. In your last communication with HUD personnel, did you get the information you needed to address the reason for you interactions?
 - Yes
 - No
 - Not applicable
19. How do you primarily communicate with HUD?
 - *Emails*
 - *Teams meetings*
 - *Zoom meetings*
 - *Phone calls*
 - *Text messages*
 - *Mail*
 - *Website*
 - *In person interaction*
 - *Other*

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20. What has changed during the pandemic related to the technology HUD utilizes to serve and communicate with you?
 - *open ended response*
21. Does the current technology utilized by HUD to contact you meet your needs?
 - *Yes*
 - *No*
 - *Other*
22. How could enhanced technology support your experience as you interact with HUD?
 - *Open ended response*
23. What have we not asked and what information may be helpful to us as we move HUD forward?
 - *Open ended response*
24. What stakeholder group do you represent?
 - *Open ended response*
25. What state are you from?
 - *Open ended responses*