

Alerting Employers to First Survey

A key to the success of the customer satisfaction survey is alerting potential respondents that the survey is coming, explaining the purpose of the survey, and requesting their cooperation. This information can be particularly effective if conveyed at a time when you have had recent contact with the customer.

Grantees must deliver a survey to each qualified employer within the first 100 days of the employer's first placement in a 12-month period. Grantees should use the *Pending Employer Survey* management report and inform the sub-grantee about an employer that will be receiving the survey as soon as the employer appears on the report. However, sub-grantees will know to which employers they have provided a substantial service in connection with the placement and which employers are not also host agencies (and will have entered this information into SPARQ), so sub-grantees should know at the time of placement if an employer will be receiving the survey even without the benefit of the report. Since only those employers that are not host agencies and that received active placement assistance from the sub-grantee are qualified for the survey, sub-grantees can easily inform a qualified employer at the time of the placement that the survey will be forthcoming.

Grantees must ensure that the sub-grantee contact person involved in the placement covers the following points with each qualified employer at the time of the placement or a day or two thereafter:

- I will be staying in touch to see how the placement is going
- I will call you in about x days to arrange a visit (or to touch base with you if a visit is not feasible)
- Our program, the Senior Community Service Employment Program (SCSEP) is administered by _____ [insert name of grantee]. We and _____ [insert name of grantee] _____ are very interested in your evaluation of our services
- _____ [insert name of grantee] will be asking you to complete a short, confidential survey to tell us about your experience with our services
- The survey is processed by a third party to ensure the confidentiality of your responses
- We will use the summarized survey information to improve our services to our customers, including employers like you

Remember that an employer only gets one survey in a 12-month period. The *Pending Employer Survey* management report lists an employer that should receive the survey as soon as the placement with that employer is entered into SPARQ. If the sub-grantee is not sure at the time of placement if an employer that is otherwise qualified for the survey has received a prior survey within the last 12 months, it can tell the employer that it may be chosen to receive the survey.