

MEMORANDUM

DATE: November 19, 2010

TO: Distributor, Importer, Exporter & Supplier Customers

FROM: Wyoming Fuel Tax Administration

SUBJECT: Customer Satisfaction Survey Results & Action Items

We would like to thank everyone that took the time to participate in our recent customer survey! Your input is invaluable to us as we strive to achieve several of our strategic goals, including *Providing World Class Service* and *Becoming the Gold Standard for All States and Governments*. While lofty goals for sure, we are confident that we can achieve them if we stay focused, work diligently and continue to learn what our customers need and expect from us.

We truly appreciated your candor while completing the survey, and there were several common themes that came from the survey that we hope to find suitable options to address. As promised, we have reviewed and analyzed the results from the survey, and we are pleased to provide you with an *Executive Summary* of the survey, as well as the *Areas of Focus* action plan that we have compiled. The survey results and action plan have been shared with the FTA team, as well as the Wyoming Department of Transportation Executive Staff. It is our desire to maintain this type of information sharing on a biennial basis, and we hope that by sharing and acting on the results, you will find value in participating in the process.

Thank you again for your participation in the survey, and should you have any questions or concerns, please do not hesitate to contact your Tax Examiner.



Fuel Tax Administration Program
DIE & Supplier Customer Satisfaction Survey
September, 2010

Executive Summary

- Eighty-seven hard copies of the survey were returned and nineteen electronic copies were received. Five hard copies were received late and were retained but not tabulated in the results. The response rate was approximately 43%.
- **Item 1. Of the characteristics listed, please select five that define World Class Service to you.** The most frequently selected characteristic was “Knowledgeable.” (92 responses; 86.8%)
- **Item 2. Please indicate how long your organization has been doing business with the Wyoming Fuel Tax Administration office.** The most frequently selected category was “More than 15 years.” (48 responses; 45.7%)
- **Item 3. Overall, how satisfied are you with the service you receive from our office?** Ninety respondents (85.7%) answered “Satisfied” or “Very Satisfied.”
- **Item 4. Compared to other state governments and the federal government, how would you rate the service you receive from our office?** Seventy-one respondents (67%) answered “Very Good” or “Excellent.”
- **Item 5. During the license application process (select all that apply).** The most frequent selection was “I was provided with all the relevant information to complete the process.” (54 responses; 50.9%)
- **Item 6. Considering the interactions you have with the Fuel Tax Administration staff, please select the statement that best reflects your experience (select all that apply).** The most frequent selection was “I always receive professional service from the Fuel Tax Examiner I work with.” (62 responses; 58.5% not 68.9%)
- **Item 7. During the license renewal process (select all that apply).** The most frequent selection was “The application was straightforward and easy to understand.” (58 responses; 54.7%)
- **Item 8. When working through the license renewal process, have you identified any areas that could be improved or streamlined to make the process more effective?** Seventy respondents (69.3%) answered “No.”
- **Item 9. In your most recent interaction with your Tax Examiner, did he/she (select all that apply).** The most frequent selection was “Handle issues with courtesy and professionalism.” (73 responses; 68.9%)
- **Item 10. In an instance where you have had to leave a message with our office, please indicate how long it took us to respond.** The most frequently selected category was “Less than a day.” (71 responses; 71%)
- **Item 11. We receive fair and consistent treatment from the Fuel Tax Examiner that we work with.** Ninety-seven respondents (93.2%) answered “Agree” or “Strongly Agree.”
- **Item 12. Please indicate how you prefer to receive general information from our office.** The most frequent response was “Email.” (71 responses; 67%)
- **Item 13. How often do you visit our website?** The most frequent response was “Never.” (34 responses; 33.3%)
- **Item 14. On your last visit to our website, what was the primary reason?** The most frequent responses (tie) were “Select a form” and “N/A.” (27 responses each; 28.4%)



- Item 15. **Please rate the following features of our web page.**
 - ✓ **Ease of navigation:** Fifty-nine (82% of those who responded) rated this feature “Good” or “Excellent.”
 - ✓ **Freshness of content:** Fifty-five (83.4%) rated this feature “Good” or “Excellent.”
 - ✓ **Accuracy of information:** Sixty-five (95.6%) rated this feature “Good” or “Excellent.”
 - ✓ **Quality of content:** Sixty (89.6%) rated this feature “Good” or “Excellent.”
 - ✓ **Quantity of content:** Fifty-seven (86.4%) rated this feature as “Good” or “Excellent.”
- Item 16. **See Comments.**
- Item 17. **How would you prefer to receive any educational or training offerings from this office?** The most frequent response was “Monthly Newsletter.” (61 responses; 57.5)
- Item 18. **In the past when your account has been reassigned to a different Tax Examiner, how would you rate the transition?** The most frequent response was “N/A.” (33 responses; 31.7%)
- Item 19. **The Fuel Tax Administration fairly and consistently applies Wyoming Fuel Tax law.** Eighty-one respondents (77.2%) answered “Agree” or “Strongly Agree.”



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Identified Areas of Focus

Prevalent Themes

- Timeliness of refunds
- Electronic filing/EDI
- Cost effectiveness of billings and credits
- Licensing clarification/preprinted license information
- Paper size (legal vs. letter)

Action Items

Immediate:

- Website address added to email signatures and letterhead
- Pictures of staff members added to website

Near Future:

- Newsletter sent out by December 2010
- EDI (electronic filing) Work Team meeting
- Education/information for taxpayers
- Licensing Work Team meeting
- Add propane & ethanol to fuel types
- Preprinted license information
- Evaluation of website content
- Evaluation of refund process

Future:

- Cost effectiveness of billings/credits
- Annual billings/ buffer accounts
- Paper size