



MEMORANDUM

DATE: March 22, 2011

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.

Executive Summary

December 2010

The report contains a detailed statistical analysis of the results to the survey titled *Fuel Tax Dealer Customer Satisfaction Survey*. The results analysis includes answers from all respondents who took the survey in the 28 day period from Wednesday, December 01, 2010 to Tuesday, December 28, 2010. Seventy-nine (79) completed responses were received to the survey during this time.

- **Item 1. Of the characteristics listed below, please select five that define World Class Service to you.** The most frequently selected characteristic was “Knowledgeable.” (79 responses; 73.4%)
- **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.” (76 responses; 51.3%)
- **Item 3. Overall, how satisfied are you with the service you receive from our office?** The most frequently selected category was “Satisfied.” (77 responses; 48.1%)
- **Item 4. Compared to other state agencies, state governments and the federal government, how would you rate the service you receive from our office?** The most frequently selected category was “Very Good.” (77 responses; 42.9%)
- **Item 5. During the license *application* process (select all that apply).** The most frequently selected category was “The application was straightforward and easy to understand.” (79 responses, 58.2%)
- **Item 6. Concerning the interactions you have with the Fuel Tax Administration staff, please select the statements that best reflect your experiences. (*Select one*).** The most frequently selected category was “I always receive professional service from the FTA staff member I work with.” (72 responses; 77.8%)
- **Item 7. Concerning the interactions you have with the Fuel Tax Administration staff, please select the statements that best reflect your experiences. (*Select one*).** The most frequently selected category was “I always receive personalized service from the FTA Staff member I work with.” (70 responses; 71.4%)
- **Item 8. During the license *renewal* process (select all that apply).** The most frequently selected category was “The application was straightforward.” (79 responses; 60.8%)
- **Item 9. When working through the license renewal process, have you identified any areas that could be improved or streamlined to make the process more effective?** The most frequently selected category was “No.” (69 responses; 62.3%)
- **Item 10. In your most recent interaction with a FTA staff member, did he/she (select all that apply).** The most frequently selected category was “Appear knowledgeable and competent.” (79 responses; 48.1%)

- **Item 11. 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." (48 responses; 58.3%)
- **Item 12. Please indicate how you prefer to receive general information from our office:** The most frequently selected category was "Newsletter." (76 responses; 60.5%)
- **Item 13. How often do you visit our website? The most frequently selected category was "Never."** (75 responses; 77.3%)
- **Item 14. On your last visit, what was your primary reason for visiting our website?** The most frequently selected category was "N/A." (66 responses; 71.2%)
- **Item 15. Please rate the following features of our web pages:**
 - ✓ **Ease of navigation:** Twenty-two (86.4%) of those who responded rated this feature "Good" or Excellent."
 - ✓ **Freshness of content:** Twenty-one (85.8%) of those who responded rated this feature "Good" or Excellent."
 - ✓ **Accuracy of information:** Twenty (90.0%) of those who responded rated this feature "Good" or Excellent."
 - ✓ **Quality of content:** Twenty-one (95.2%) of those who responded rated this feature "Good" or Excellent."
 - ✓ **Quantity of content:** Twenty-two (86.4%) of those who responded rated this feature "Good" or Excellent."
- **Item 16. Please share with us your ideas on how the Dealer reporting process could be improved and/or simplified. See Comments.**
- **Item 17. How would you prefer to receive any educational or training offerings from this office?** The most frequently selected category was "Monthly Newsletter." (79 responses; 57.0%)
- **Item 18. Please use the space below to share any other relevant information with us. See comments.**



Fuel Tax Administration Program
Fuel Tax Dealer Satisfaction Survey
December, 2010

Identified Areas of Focus

Prevalent Themes

- Many had very little contact with the Fuel Tax Administration
- Many responders not actually responsible for Licensing
- Confusion regarding definition of fuel types
- On-Line (electronic) filing
- Licensing Renewal
 - Update for changes only
 - Check box for no change
- Small percentage of responders use website

Action Items

Immediate:

Send out both prior newsletters (and future) to the dealers

Please see March 2011 Newsletter for descriptions of fuel types and clarification of cost for licensing

Near Future:

Streamlining the application process to include renewals and new applications to address issues of concern:

More understandable application
Pre-populated information and/or an option to update changes only

Addressing specific questions in future Newsletters (and/or refer to FAQ's on the website)

Future:

On-line (electronic) Filing