

# Report on Customer Service

6/1/2018  
Texas State Board of Dental Examiners



**REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners  
June 1, 2018

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## **Inventory of External Customers**

The Texas State Board of Dental Examiners (TSBDE) external customer base includes licensed dentists, licensed dental hygienists, registered dental assistants, registered dental laboratories, and registered mobile facilities; students and examination candidates of these professions; legal representatives of parties to a complaint; other state and law enforcement agencies; continuing education providers; dental patients and the general public; as well as non-registered persons working in the dental profession. Our customer list includes more than 75,000 email addresses. The actual number of licensees/registrants as of May 26, 2018 is 92,762. This number changes on an hourly basis with online account management and includes active and those who have renewable statuses.

## **Customer Service Related Strategies**

TSBDE's responsibilities to both members of the public and dental community are reflected in strategies set out in the General Appropriations Act. For the 2018 – 2019 biennium, those strategies are:

- Complaint Resolution
- Peer Assistance Program
- Licensure and Registration

## **Information Gathering Methods**

During this biennium, TSBDE obtained stakeholder feedback from an online customer service survey accessible continuously from September 1, 2017 through May 27, 2018. The survey was promoted on the TSBDE website, posted on Facebook and emailed to our entire database of licensees and stakeholders. A link to the survey was also included in the signature line of all of TSBDE's Licensing Division employees. The survey was taken by 2,999 respondents with 1,378 completing the entire survey.

The survey asked the respondent to rate TSBDE's processes and staff interaction based on statements. Each statement could be rated as "strongly agree," "agree," "neutral," "disagree," "strongly disagree," or "not applicable." One open-ended question invited respondents to identify ways the TSBDE could improve its service delivery.

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## **Analysis of Findings**

The survey focused on the eight areas of customer service highlighted below:

**1. TSBDE's facilities – 3 questions**

The majority of respondents answered “not applicable” to questions about our facilities as most stakeholders do not have occasion to visit the TSBDE's Austin office. Those who have visited find the facilities to be open reasonable hours, convenient, and clean and orderly.

**2. The ability of the TSBDE's staff to assist individuals contacting the agency – 4 questions**

More than a third of respondents answered “not applicable” to questions about their interactions with staff. The remaining survey responses indicate continued satisfaction among respondents communicating with TSBDE staff. Dissatisfaction tops out at 4.9% on one question in this category. It is important to note that a large number of respondents indicated in the open-ended question that they have difficulty getting a staff member on the phone and that emailed questions take a long time to be answered. We are aware of this issue and we are currently in the process of making improvements. We have also expanded the list of email contacts listed on the TSBDE website to reduce issues with routing questions to the appropriate division.

**3. TSBDE's communications: the accuracy and clarity of procedures and information provided to individuals contacting the agency – 4 questions**

Stakeholders expressed satisfaction with the explanation of the materials and services available to them. Approximately a third of respondents selected “not applicable” in response to these questions. We believe that this set of questions could be improved to gather better feedback by narrowing the focus to determine what the source of the information they are rating was.

**4. The overall impression of the TSBDE's website and the respondent's access to the internet – 4 questions**

Unsurprisingly, nearly 96% of respondents have access to the internet and 83% are able to obtain information about the services they need via the internet. In 2014, 42.2% of respondents found the website contained clear and accurate information on events, services and contact information. This number rose to 60.8% in 2016 and to 83.1% in 2018. Feedback gathered in the open-ended question showed that many licensees had trouble accessing and completing the online renewal process. The online renewal process is conducted on a website managed by the Health Professions Council. Improving this workflow could enhance the user experience with the TSBDE's website. To avoid any confusion in the future, these questions will be more specific to differentiate between the TSBDE's website and the Health Professions Council website.

**5. TSBDE's complaint handling process for agency operations – 2 questions**

Respondents are confident that complaints about agency operations would be handled in a reasonable manner and they feel confident in their ability to file a complaint.

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**6. TSBDE's ability to provide services in a reasonable amount of time – 3 questions**

Overall, the responses to this set of questions were positive. To improve services, the Licensing Division has also been revamping the application process to clarify the process and reduce confusion about required materials. Often there are delays in processing applications related to receiving incomplete application documents. The Enforcement Division is also updating their processes to reduce the number of days to case resolution.

**7. The availability and quality of printed materials distributed by the TSBDE – 3 questions**

Approximately, 36% of respondents selected "not applicable" in response to these questions because the TSBDE has not distributed any printed information in the form of books, handouts and brochures in the past 2 years. The only printed materials we send on a regular basis are renewal reminder postcards to licensees and status update letters sent to complainants every 90 days.

**8. The respondent's overall satisfaction with their experience in dealing with the TSBDE – 1 question**

Overall satisfaction has improved over the past four years. In 2018, 64.5% of respondents were satisfied with their experience interacting with the TSBDE. This result is significantly higher than the 44.8% who reported satisfaction in 2014 and 62.5% in 2016.

There were 433 free-text responses to a question that asked for suggestions on how the TSBDE can improve its service. Generally, the answers fell into the following categories:

- Difficulty connecting with a staff member via phone or email. Many suggested hiring more staff to respond to queries.
- Issues with renewing online through HPC portal.
- Happy with current services.
- Displeasure with the length of time for licenses/registrations to be issued.
- Website navigation issues.

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## Customer Service Standards

### Outcome Measures

- Percentage of surveyed customer respondents expressing overall satisfaction with services received:

64.5%

- Percentage of Surveyed Customer Respondents Identifying Ways to Improve Service Delivery

31.4% of the 1,378 respondents who completed the survey entered a response to our open-ended question that asks for suggestions for improvement. Many of these responses are positive words of encouragement or “n/a,” rather than areas of concern.

### Output Measures

- Total Customers Surveyed

The survey is available to all customers via the TSBDE’s website and Facebook postings. 1,621 customers completed part of the survey and 1,378 completed all questions.

- Total Customers Served

TSBDE serves all dental patients in the state of Texas with over 82,000 licenses, registrations and certificates currently issued to dental professionals.

### Efficiency Measures

- Cost per Customer Surveyed

TSBDE uses an online survey website with an annual fee of \$900. The survey website is used to administer various survey needs throughout the agency. Promotion of the survey is accomplished via existing customer communications vehicles and does not present an additional cost to the agency.

### Explanatory Measures

- Total Customers Identified

TSBDE serves all dental patients in the state of Texas with over 82,000 licenses, registrations and certificates currently issued to dental professionals.

- Total Customer Groups Inventoried

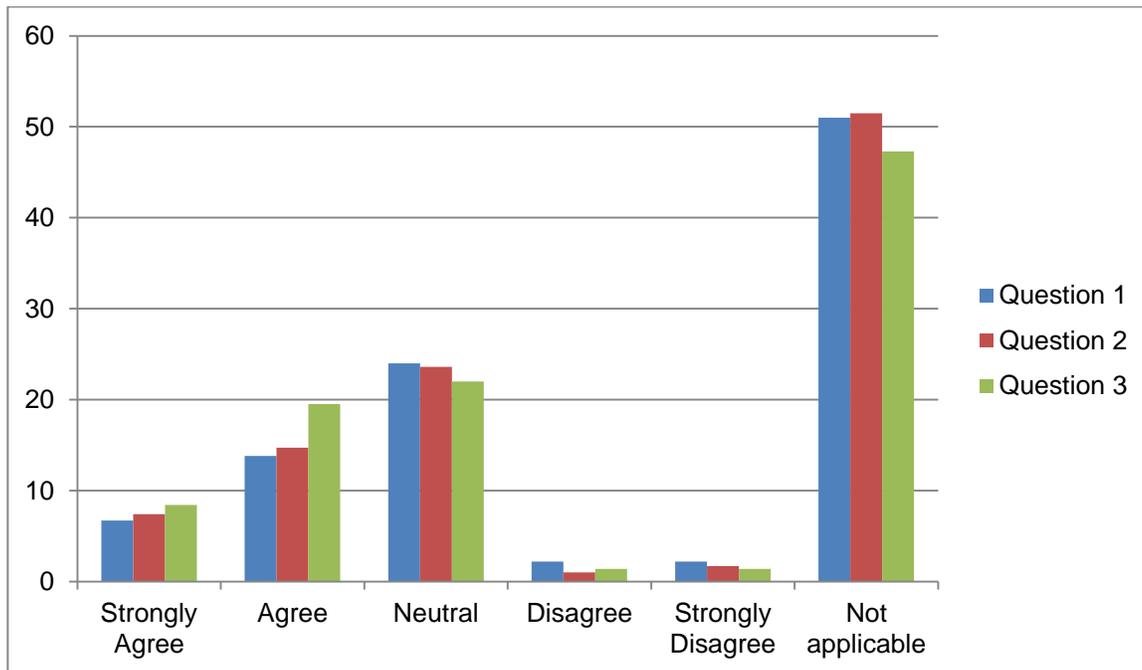
5 - Licensees; Applicants; Complainants and parties related to a complaint; General Public, Other

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## Survey Summary

### Questions about the TSBDE's facilities

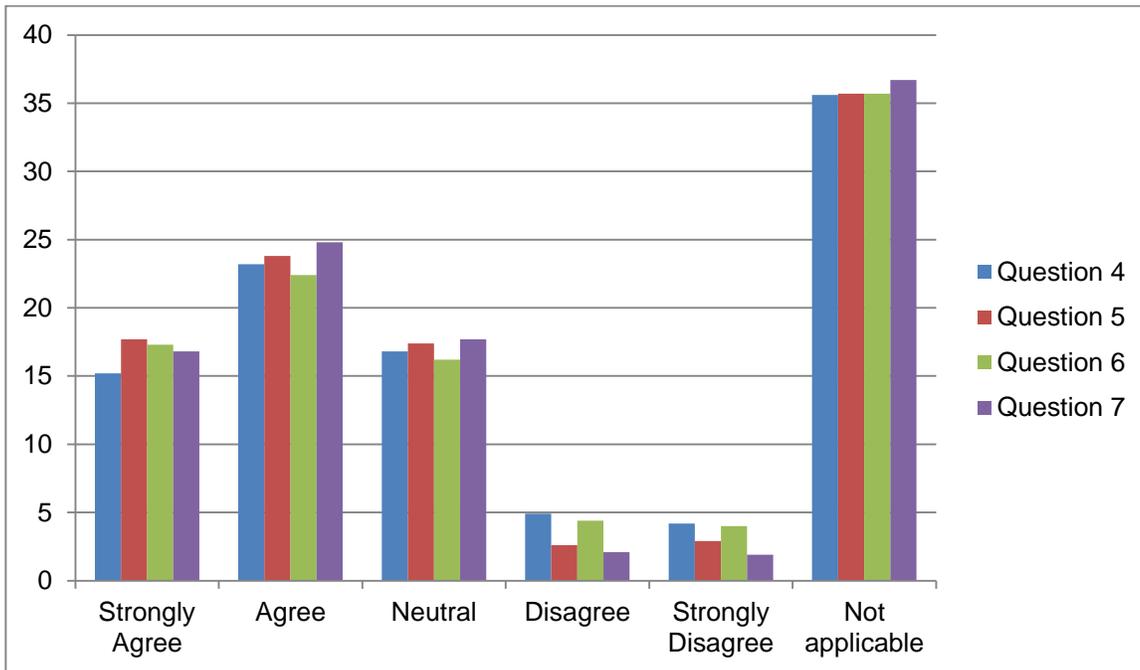
1. The location of services was convenient (parking, public transportation, distance, etc.). (2,049 responses)
2. The facility where I received services was clean, orderly and I could easily find my way around in it. (2,031 responses)
3. The facility is open during reasonable hours. (2,033 responses)



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Questions about TSBDE's staff

- 4. The staff members were able to answer my questions. (1,793 responses)
- 5. The staff members were courteous. (1,786 responses)
- 6. The staff members were knowledgeable, helpful and demonstrated a willingness to assist. (1,782 responses)
- 7. Staff members identified themselves. (1,783 responses)



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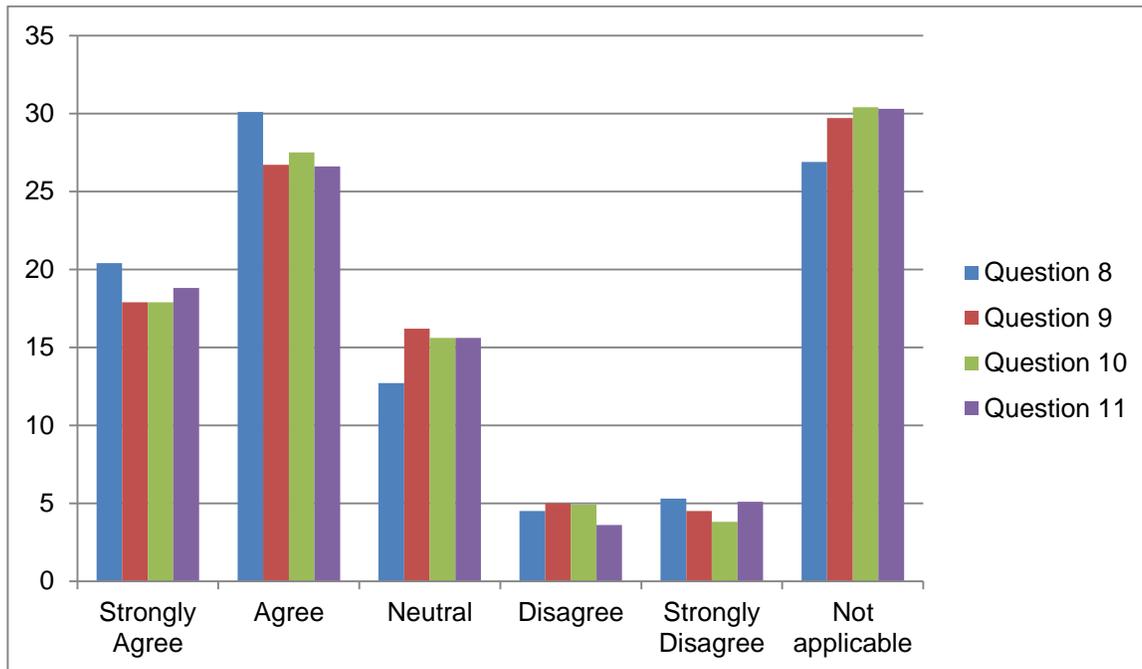
Questions about the TSBDE's communications

8. I received information I needed to obtain services. (1,596 responses)

9. I was given clear explanations about services available to me. (1,594 responses)

10. I was given a clear explanation about the materials needed to receive services. (1,591 responses)

11. My telephone call, email or letter was routed to the proper person. (1,593 responses)



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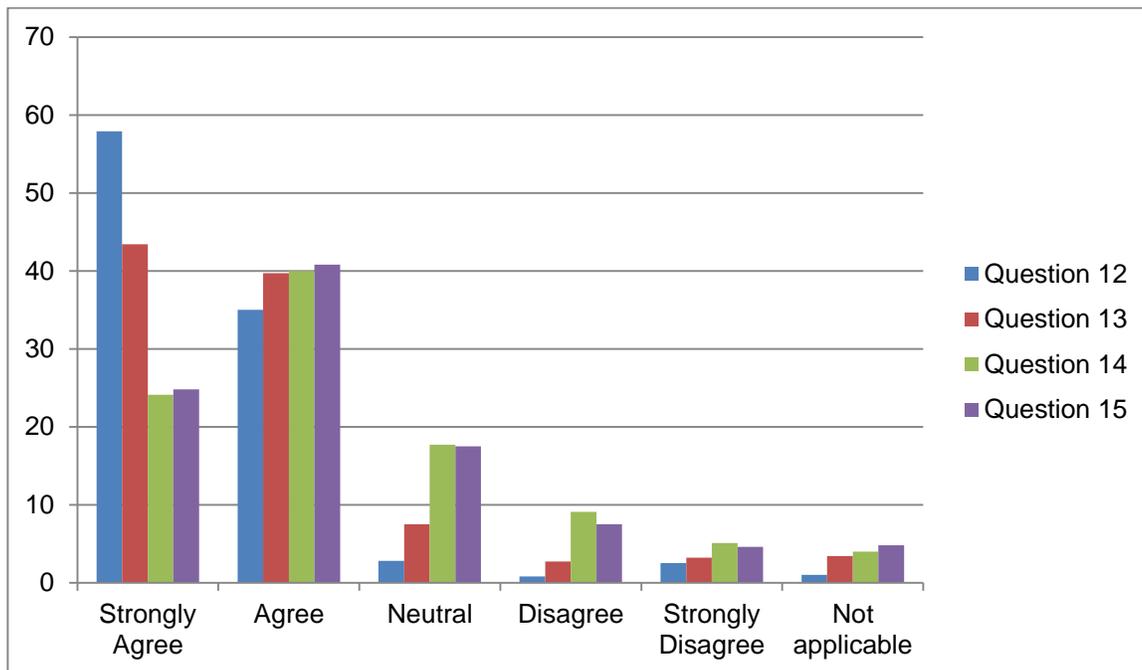
Questions about internet access and the TSBDE's website

12. I have access to the internet at home or at work. (1,514 responses)

13. I am able to access information about the services I need using the internet. (1,512 responses)

14. The website was easy to use and well organized. (1,512 responses)

15. The website contained clear and accurate information on events, services, and contact information. (1,511 responses)

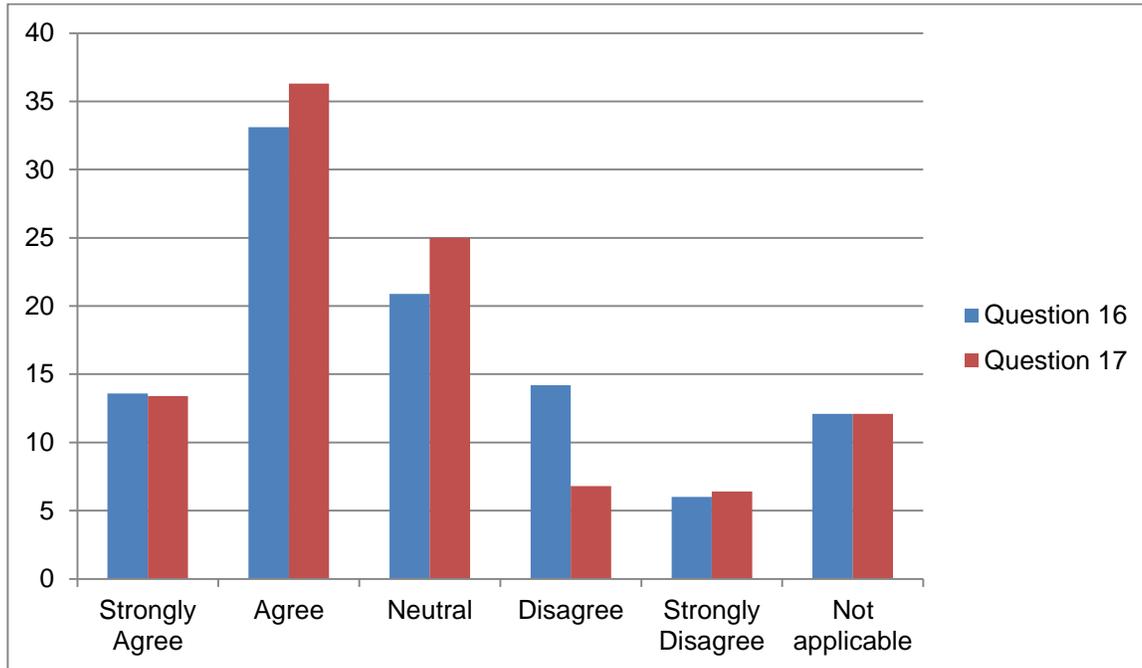


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Questions about the TSBDE's consumer complaint-handling processes

16. I know how to make a complaint regarding services at this agency. (1,490 responses)

17. If I complained, I believe it would be addressed in a reasonable manner. (1,490 responses)



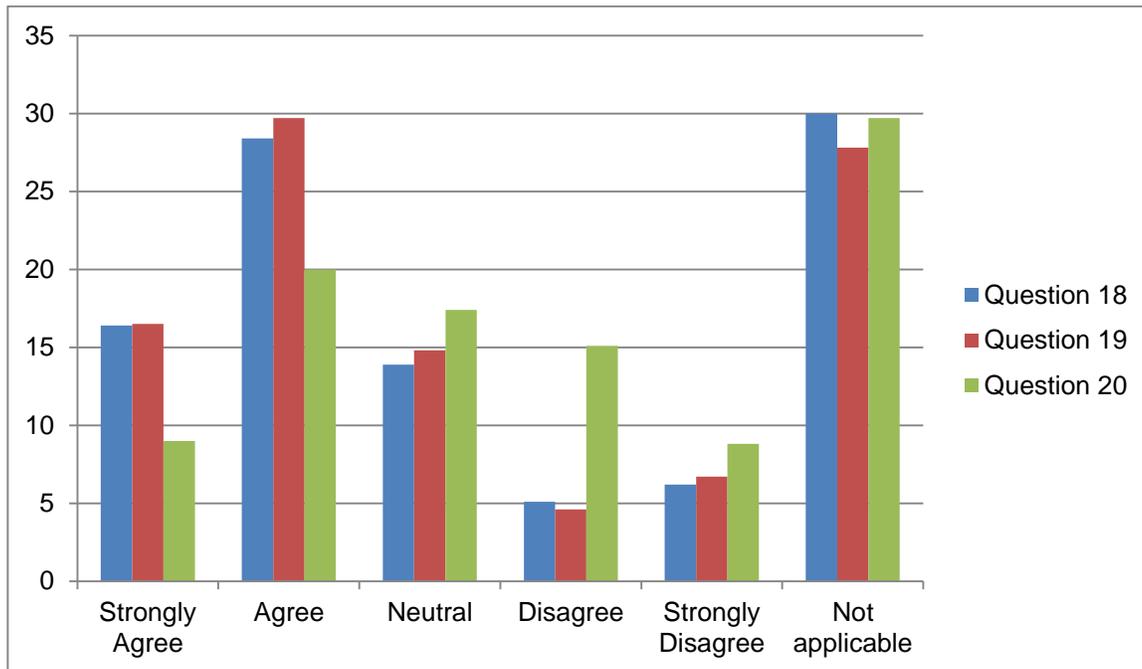
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Questions about the TSBDE's service timeliness

18. My telephone, letter, or email inquiry was answered in a reasonable amount of time. (1,441 responses)

19. The time I waited to receive services was reasonable. (1,443 responses)

20. The time I had to wait for a concern or question to be addressed, whether by phone, in person, or by letter was reasonable. (1,442 responses)



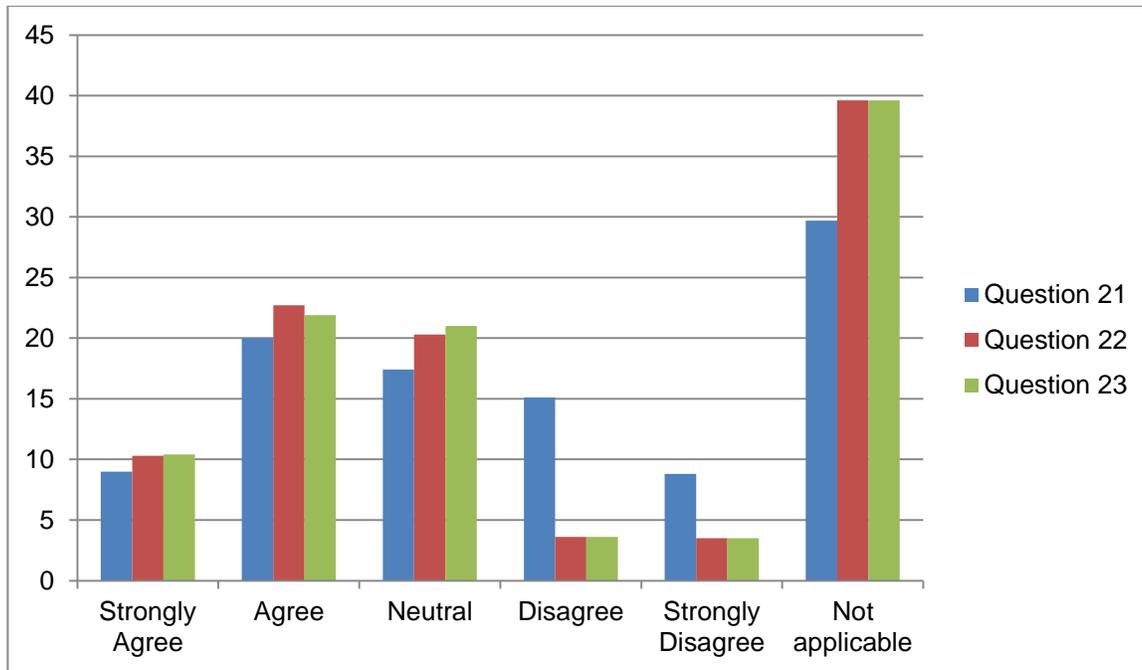
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Questions about the TSBDE's printed information

21. I have received printed information (such as brochures, handouts, books, etc.) explaining the services available. (1,442 responses)

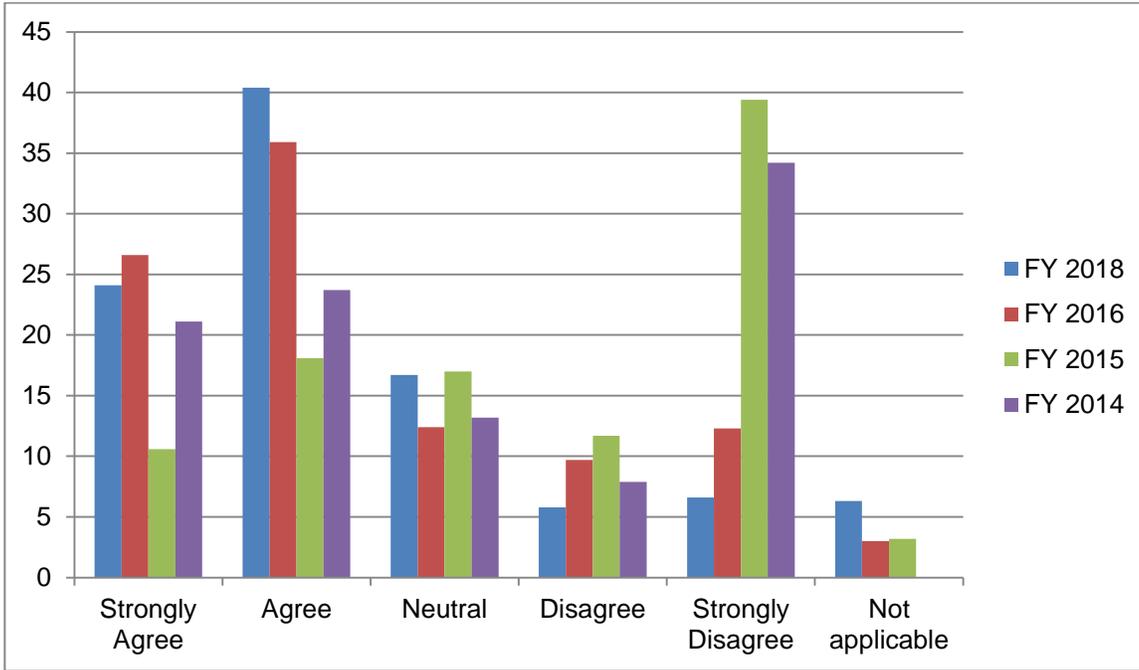
22. The printed information was clear and understandable. (1,417 responses)

23. Printed material provided thorough and accurate information. (1,417 responses)



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24. Overall, I am satisfied with my experience.



Year	Number of responses
2018	1,380
2016	699
2015	94
2014	38

## Appendix

### Customer Service Survey Questions

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#### Survey Introduction

In order to serve you better, the Texas State Board of Dental Examiners would like to know your experiences with us. Please take a few minutes to answer the questions below and click the submit button when finished.

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#### Customer Group

**1) Which category best describes you?\***

- I am applying for a license
  - I am currently licensed
  - I have filed a complaint against a licensee
  - A complaint has been filed against me
  - Other
- 

#### Facilities

**2) The location of services was convenient (parking, public transportation, distance, etc.).\***

- Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

**3) The facility where I received services was clean, orderly, and I could easily find my way around in it.\***

- Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

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**4) The facility is open during reasonable hours.\***

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

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**Staff**

**5) The staff members were able to answer my questions.\***

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

**6) The staff members were courteous.\***

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

**7) The staff members were knowledgeable, helpful, and demonstrated a willingness to assist.\***

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

**8) Staff members identified themselves.\***

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

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**Communications**

**9) I received the information I needed to obtain services.\***

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

**10) I was given clear explanations about services available to me.\***

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

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**11) I was given a clear explanation about the materials needed to receive services.\***

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

**12) My telephone call, e-mail, or letter was routed to the proper person.\***

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

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**Internet Sites**

**13) I have access to the Internet at home or at work.\***

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

**14) I am able to access information about the services I need using the Internet.\***

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

**15) The website was easy to use and well organized.\***

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

**16) The website contained clear and accurate information on events, services, and contact information.\***

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

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## Customer Service Complaints

**17) I know how to make a complaint regarding services at this agency.\***

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

**18) If I complained, I believe it would be addressed in a reasonable manner.\***

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

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## Customer Service Timeliness

**19) My telephone, letter, or e-mail inquiry was answered in a reasonable amount of time.\***

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

**20) The time I waited to receive services was reasonable.\***

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

**21) The time I had to wait for a concern or question to be addressed, whether by phone, in person, or by letter was reasonable.\***

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

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## Printed Information

**22) I have received printed information (such as brochures, handouts, books, etc.) explaining the services available.\***

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

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**23) The printed information was clear and understandable.\***

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

**24) Printed material provided thorough and accurate information.\***

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

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**Overall Experience**

**25) Overall, I am satisfied with my experience.\***

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

**26) Please identify ways that the Board can improve its service delivery.**

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**Thank You!**

**Thank you for taking our survey. Your response is very important to us.**

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For more information, please contact:

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