

# 2022 – 2024 Report on Customer Service

The Texas State Board of Dental Examiners  
3/21/2024



**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

## Table of Contents

Inventory of External Customers	3
Customer Service Related Strategies	3
Information Gathering Methods	3
Analysis of Findings	4-22
Customer Service Standards	23
Survey Summary	24
Appendix	25-29

**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

## **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 newsletter list includes over 74,000 email addresses and our Facebook page has approximately 8,200 followers. The actual number of licensees/registrants as of this report was 80,802. This number changes on an hourly basis with online account management and includes those who have active and renewable statuses. Lastly, between April 16, 2022 and March 17, 2024 the agency received 2,078 complaints and resolved 1,691.

## **Customer Service Related Strategies**

TSBDE's responsibilities to both members of the public and dental community are reflected in strategies set out in the TSBDE Strategic Plan. For the 2023 – 2027 period, these strategies are:

- Licensing and Permits
- Employee Development and Retention
- Enhancing Enforcement Efforts
- Increasing Agency Efficiency
- Rule Making

## **Information Gathering Methods**

During this biennium, TSBDE obtained stakeholder feedback from an online customer service survey accessible continuously from the date of our last review to present. The survey was promoted on the TSBDE website, our monthly newsletter, and posted on Facebook. 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 790 participants between April 16, 2022 and March 17, 2024.

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." All questions must be answered to submit the survey, though we do offer the "not applicable" option for every question. At the end of the survey, the agency offers an open-ended question inviting respondents to identify ways the TSBDE could improve its service delivery.

For simplicity, during this report I will be using the phrases "positive" and "negative" responses. I will be using the descriptor "positive" when respondents have chosen "Strongly Agree" or "Agree" for their response. When respondents select "Strongly Disagree" or "Disagree," I will describe these choices as "negative" responses. This language choice follows the logic and tone of the survey.

**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

## Analysis of Findings

An important part of the analysis of our customer satisfaction survey results is to review the populations that took the survey. TSBDE asks all survey participants to identify themselves by one of the categories below. In addition, you can see the total numbers of participants in that group and their relative percentage:

Category	Number	Percentage
I am applying for a license	167	21.14%
I am currently licensed	500	63.29%
I have filed a complaint against a licensee	43	5.44%
A complaint has been filed against me	12	1.52%
Other	68	8.61%
Total	790	100.00%

The vast number of participants come from our licensing pool. Namely, the 21.14% of new applicants, the 63.29% of current licensees and the 1.52% of licensees who have had cases filed against them. These three populations add up to be 85.95% of total survey takers. This is important to understand moving through this analysis since most of the results come from our main client base—the licensees. However, this may also be a good reminder for the agency to reach out to the greater public regarding our services.

The survey focuses on the eight areas of customer service relevant to TSBDE’s operations: its facilities, staff, communications, website, complaints, service timeliness, printed material, and overall satisfaction. You will find the results of these customer service areas in this section.

**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

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

Questions about TSBDE’s facilities

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



As many of TSBDE’s services have migrated online, it is no surprise that the majority of responses for this category are “not applicable.” This can be seen with the “not applicable” choice being selected for 69% for the question regarding the convenience of the facility, 69% for the cleanliness of the facility, and 51% for our hours. The remaining choices leaned heavily towards the more positive responses with less than 10% of responses being negative for all facilities-related categories.

**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

It may be important to note that while 51% of respondents viewed our hours as “not applicable,” the other half did have something to say. The remainder is broken down with 32% of the respondents stating a positive response, 11% selecting “neutral,” and 6% selecting a negative response. While the majority are positive, it is important to read in between the lines. TSBDE’s hours are 8:00 AM to 5:00 PM Monday through Friday and many of our services are always available online. So, why would there be almost 20% of neutral and negative? Our suspicion is that this is reflective of our customers having trouble reaching our offices. TSBDE is aware of this and has taken great pains to improve our phone reception services and website clarity. In addition, our receptionists are better able to field and transfer calls using Jabber, a managed telephone system. Jabber also allows their supervisors to monitor their performance. In addition, we have tried to move many of our services online to make sure that any customer who wants to engage these services can do so at any time of day. This includes the recent agency improvements which allow licensees to print their licenses or certificates entirely online and submit their continuing education hours online. With these efforts we have seen a 5% increase in customer satisfaction and a 3% reduction in negative responses from the same question in the 2022 survey.

2022-2024	The location of services was convenient (parking, public transportation, distance, etc.).	The facility where I received services was clean, orderly, and I could easily find my way around in it.	The facility is open during reasonable hours.
Positive	15.06%	18.73%	32.15%
Neutral	9.75%	7.59%	10.63%
Negative	6.20%	5.06%	5.82%
2020-2022	The location of services was convenient (parking, public transportation, distance, etc.).	The facility where I received services was clean, orderly, and I could easily find my way around in it.	The facility is open during reasonable hours.
Positive	13.34%	14.48%	26.92%
Neutral	9.47%	8.93%	10.98%
Negative	8.39%	5.31%	8.57%

This is also heartening to note since this biennium was when TSBDE relocated from its downtown office to its current location in the Capitol Complex. Many of our numbers from the past biennium are up in this category. The only exception is that this is a 2% increase in responses who disagree or strongly disagree that the “the location of services was convenient (parking, public transportation, distance, etc.).” While this number is low, it is something that the agency wishes to keep in mind as our Congress Avenue location becomes our established home. With this knowledge, we have been working to make sure our licensees and public members know how to access our facility and our public meetings, in addition to where to park, and what to expect when they get there. Despite these concerns, TSBDE can infer from this data that the customer base who requires agency services has been either unaffected by the change or views it positively.

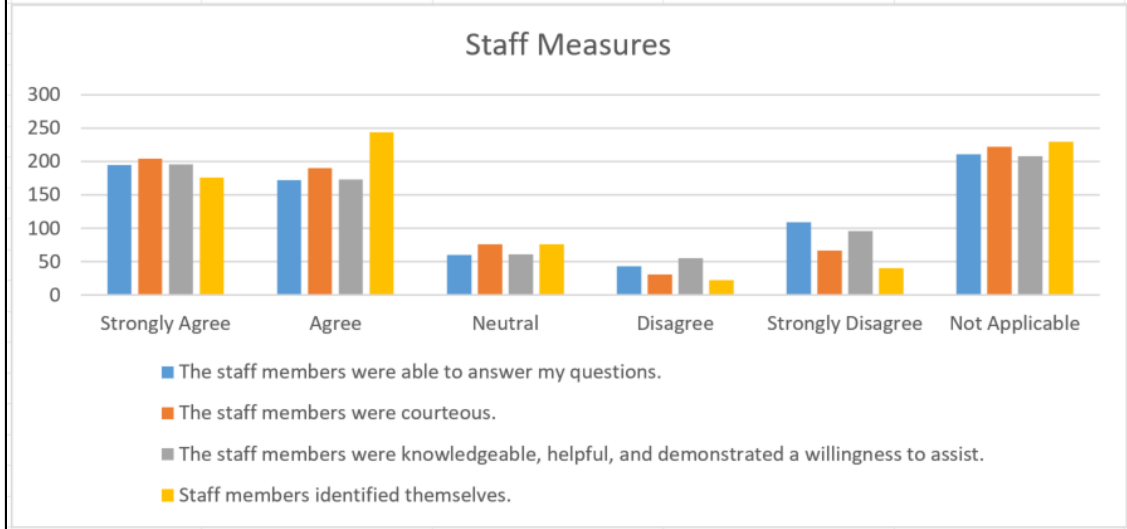
**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

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

Questions about TSBDE’s staff

4. The staff members were able to answer my questions.
5. The staff members were courteous.
6. The staff members were knowledgeable, helpful and demonstrated a willingness to assist.
7. Staff members identified themselves.

	The staff members were able to answer my questions.	The staff members were courteous.	The staff members were knowledgeable, helpful, and	Staff members identified themselves.
Strongly Agree	195	204	196	176
Agree	172	190	173	244
Neutral	60	76	61	76
Disagree	43	31	56	23
Strongly Disagree	109	67	96	41
Not Applicable	211	222	208	230
Total	790	790	790	790



	The staff members were able to answer my questions.	The staff members were courteous.	The staff members were knowledgeable, etc.	Staff members identified themselves.
Strongly Agree	24.68%	25.82%	24.81%	22.28%
Agree	21.77%	24.05%	21.90%	30.89%
Neutral	7.59%	9.62%	7.72%	9.62%
Disagree	5.44%	3.92%	7.09%	2.91%
Strongly Disagree	13.80%	8.48%	12.15%	5.19%
Not Applicable	26.71%	28.10%	26.33%	29.11%
Total	100.00%	100.00%	100.00%	100.00%



**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

The four questions about TSBDE staff displayed an improvement from the 2020-2022 reporting period. Foremost, it is clear to see that for all questions “not applicable” was the highest 26-29% for all questions. This is likely due to the fact that many of our services have moved online in an effort to streamline our processes and allow for 24 hour access.

This question is might be better understood in the contrast from our past biennium. Please see the chart below:

2022-2024	The staff members were able to answer my questions.	The staff members were courteous.	The staff members were knowledgeable, etc.	Staff members identified themselves.
Positive	46.46%	49.87%	46.71%	53.16%
Neutral	7.59%	9.62%	7.72%	9.62%
Negative	19.24%	12.41%	19.24%	8.10%
2020-2022	The staff members were able to answer my questions.	The staff members were courteous.	The staff members were knowledgeable, etc.	Staff members identified themselves.
Positive	37.72%	41.40%	37.96%	43.51%
Neutral	7.48%	12.37%	9.47%	10.86%
Negative	23.36%	13.52%	21.24%	10.92%

The first item to note is that the positive responses have all increased, three by nearly 10%. TSBDE believes our change to the Jabber system, hiring of two receptionists, and a more robust call routing system can explain this rise in customer satisfaction in those areas.

However, while not equal to the growth in positive responses, there has also been a slight decrease in negative responses these past two years. Almost all categories have seen a 1-4% decrease in dissatisfied responses for the customer satisfaction survey regarding staff member engagement. The agency counts this a step in the right direction and is something that we are not keen on backsliding. However, even with this success, the agency does want to make sure to reach all of our customers with courtesy and knowledge of our systems and how to operate them. To address those dissatisfied with staff’s knowledge and ability to answer questions, TSBDE will look into greater cross-training of our receptionists across departments so staff can answer caller questions or direct them to a person who can.

With a 10% increase in satisfaction over the past two years coupled with a decrease in dissatisfaction, this category of questions shows an upward trend of the agency’s public-facing relations. However, we do not wish to rest on our laurels since we want to reach out to those people who are less than satisfied with our services. TSBDE recognizes the tendency in the statistics of survey-taking that most people who take the time to engage with surveys are customers who are highly motivated, namely they hold strong opinions (for or against) and have the desire to voice them. For the agency, the way forward is three-pronged: maintain a good relationship with our clientele who view our services as improving, work with our customer-facing employees to create a better



## **2024 REPORT ON CUSTOMER SERVICE**

Texas State Board of Dental Examiners

experience for all clients, and lastly, engage with those who would not normally take a survey to try to improve our response rate in order to get the best picture of our staff's relationship with our licensees and the public.

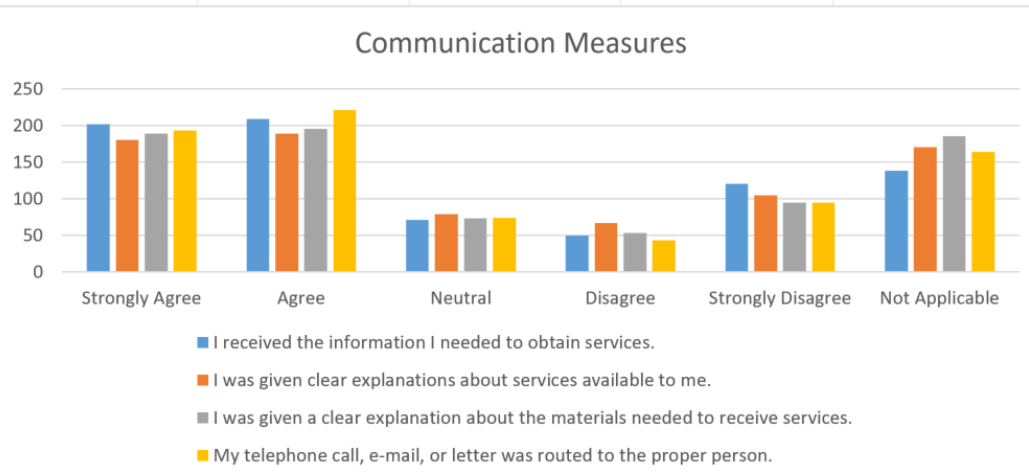
**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

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

Questions about the TSBDE’s communications

- 8. I received information I needed to obtain services.
- 9. I was given clear explanations about services available to me.
- 10. I was given a clear explanation about the materials needed to receive services.
- 11. My telephone call, email or letter was routed to the proper person.

	I received the information I needed to obtain services.	I was given clear explanations about services available to me.	I was given a clear explanation about the materials needed to receive services.	My telephone call, e-mail, or letter was routed to the proper person.
Strongly Agree	202	180	189	193
Agree	209	189	195	221
Neutral	71	79	73	74
Disagree	50	67	53	43
Strongly Disagree	120	105	95	95
Not Applicable	138	170	185	164
Total	790	790	790	790



	I received the information I needed to obtain services.	I was given clear explanations about services available to me.	I was given a clear explanation about the materials needed to receive services.	My telephone call, e-mail, or letter was routed to the proper person.
Strongly Agree	25.57%	22.78%	23.92%	24.43%
Agree	26.46%	23.92%	24.68%	27.97%
Neutral	8.99%	10.00%	9.24%	9.37%
Disagree	6.33%	8.48%	6.71%	5.44%
Strongly Disagree	15.19%	13.29%	12.03%	12.03%
Not Applicable	17.47%	21.52%	23.42%	20.76%
Total	100.00%	100.00%	100.00%	100.00%

**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

The four questions that comprise this measure examine TSBDE’s communications. Similarly, it is useful to contrast the current biennium with the past.

2022-2024	I received the information I needed to obtain services.	I was given clear explanations about services available to me.	I was given a clear explanation about the materials needed to receive services.	My telephone call, e-mail, or letter was routed to the proper person.
Positive	52.03%	46.71%	48.61%	52.41%
Neutral	8.99%	10.00%	9.24%	9.37%
Negative	21.52%	21.77%	18.73%	17.47%
2020-2022	I received the information I needed to obtain services.	I was given clear explanations about services available to me.	I was given a clear explanation about the materials needed to receive services.	My telephone call, e-mail, or letter was routed to the proper person.
Positive	47.80%	40.49%	39.89%	44.90%
Neutral	8.03%	11.77%	9.54%	10.80%
Negative	26.31%	26.07%	25.29%	21.85%

TSBDE is proud to see an increase of 4 to 8% increase in positive responses across the board over the past two years. In addition, there is a decrease of negative responses from 4 to 6% in each category over the reporting period. With the agency’s move to the George H.W. Bush Building, TSBDE leadership made it a priority to update IT equipment and Jabber as a part of the move. It appears that some of these efforts have yielded returns and we hope to continue in this direction.

However the agency is also aware that nearly 20% of survey-takers do not view TSBDE’s communications as adequate. This is something that the agency wishes to address in the next biennium under our Strategic Goal of Increasing Agency Efficiency. Making sure that our licensees and the public receive reliable communication is important to our success as an agency, namely: providing information needed to obtain services, offering clear explanations of our services and any necessary materials, and ensuring that the client reaches the proper staff member. TSBDE will use this data as a launching point for discussion in ways to reach out to all of our customers.

**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

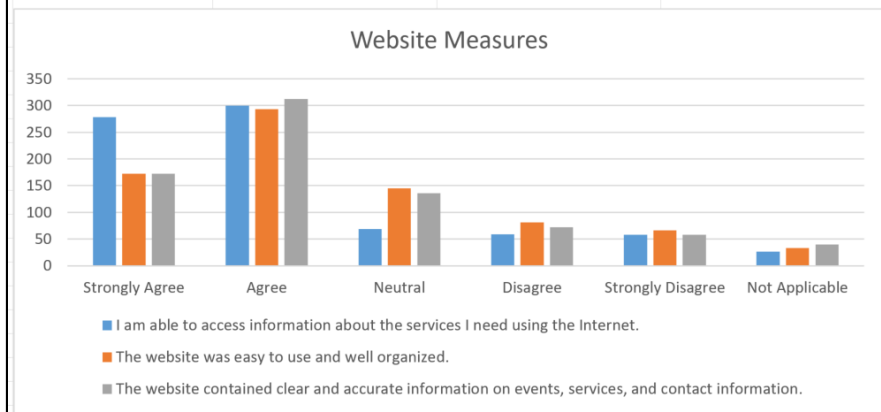
**4. The overall impression of the TSBDE’s website and the respondent’s access to the internet – 4 questions**

Questions about internet access and the TSBDE’s website

- 12. I have access to the internet at home or at work.
- 13. I am able to access information about the services I need using the internet.
- 14. The website was easy to use and well organized.
- 15. The website contained clear and accurate information on events, services, and contact information.

	Access to Internet	Percentage
Yes	766	96.96%
No	12	1.52%
Other	12	1.52%
<b>Total</b>	<b>790</b>	<b>100.00%</b>

	I am able to access information about the services I need using the Internet.	The website was easy to use and well organized.	The website contained clear and accurate information on events, services, and contact information.
Strongly Agree	278	172	172
Agree	300	293	312
Neutral	69	145	136
Disagree	59	81	72
Strongly Disagree	58	66	58
Not Applicable	26	33	40
<b>Total</b>	<b>790</b>	<b>790</b>	<b>790</b>



	I am able to access information about the services I need using the Internet.	The website was easy to use and well organized.	The website contained clear and accurate information
Strongly Agree	35.19%	21.77%	21.77%
Agree	37.97%	37.09%	39.49%
Neutral	8.73%	18.35%	17.22%
Disagree	7.47%	10.25%	9.11%
Strongly Disagree	7.34%	8.35%	7.34%
Not Applicable	3.29%	4.18%	5.06%
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

Over 96% of respondents stated that they had access to the internet, which stresses the importance of providing reliable, consistent and timely information to our website. Furthermore, TSBDE has moved many of our services online to accommodate this and provide support to our licensees and the public even when the office is closed.

2022-2024	I am able to access information about the services I need using the Internet.	The website was easy to use and well organized.	The website contained clear and accurate information
Positive	73.16%	58.86%	61.27%
Neutral	8.73%	18.35%	17.22%
Negative	14.81%	18.61%	16.46%
2020-2022	I am able to access information about the services I need using the Internet.	The website was easy to use and well organized.	The website contained clear and accurate information
Positive	68.32%	51.24%	52.87%
Neutral	10.98%	18.29%	17.80%
Negative	17.56%	26.55%	24.38%

The most striking statistic in this chart is that 73% of survey-takers stated that they are able to access information about our services online. In addition, unlike many other categories, the “not applicable” option is the lowest by far, maxing out at 5%. This seems to suggest that the agency’s priority to provide information and services to our customers online and available on demand has paid off. This is reflected in higher approval ratings and lower disapproval ratings over the past two years.

Since most customers access our services with the internet, it is important to ensure that our website is easy to use, well organized, and contains clear and accurate information. Our current website was put into production during the 2020-2022 biennium. Now that our customers are familiar with our website, they seem to find it easier to use and find information.

The TSBDE website is one of our easiest and fastest ways to reach out to our licensees and the greater public of Texas. Consequently, it is vitally important that we look at the negative responses and see how we can better relay our information to the public.

**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

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

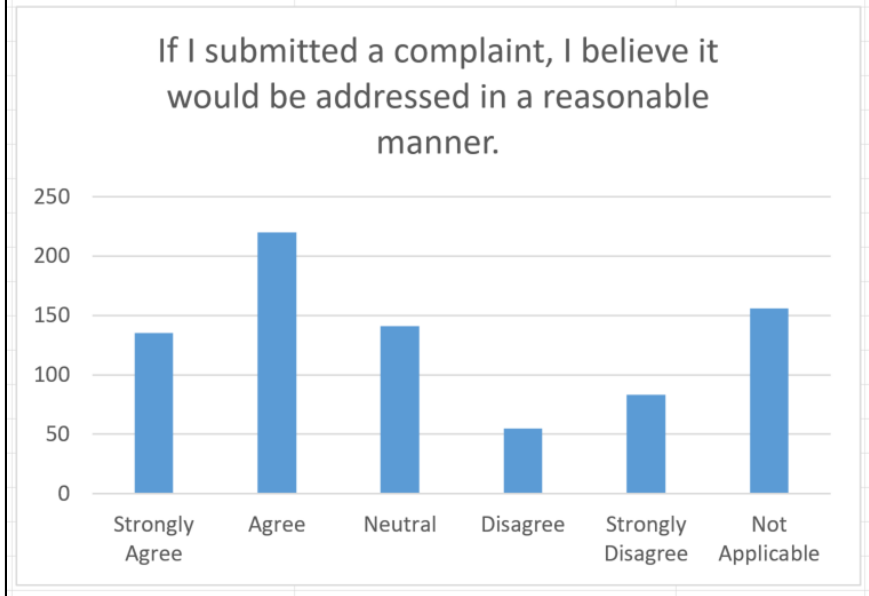
Questions about the TSBDE’s consumer complaint-handling processes

16. I know how to make a complaint regarding services at this agency.

17. If I complained, I believe it would be addressed in a reasonable manner.

	I know how to make a complaint regarding services at this agency.	Percentage
Yes	477	60.38%
No	313	39.62%
Total	790	100.00%

	If I submitted a complaint, I believe it would be addressed in a reasonable manner.	Percentage
Strongly Agree	135	17.09%
Agree	220	27.85%
Neutral	141	17.85%
Disagree	55	6.96%
Strongly Disagree	83	10.51%
Not Applicable	156	19.75%
Total	790	100.00%



**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

The first part of this measure is to ascertain if the survey taker knows how to submit a complaint with our agency. Unfortunately, it appears that only 60% of respondents know how to submit a complaint compared with 40% of respondents who do not. While this number is up 5% from the last biennium, this is a strong indicator that TSBDE may need to engage in activities that promote access to our information particularly around how to submit a complaint against a dental professional to TSBDE. Many of the complaints that TSBDE receives are from members of the public against a dental professional. Since many of our communication avenues are sent directly to the dental professionals that we license and serve, we may need to break new ground for communication to the greater public, particularly for complaints.

2022-2024	I know how to make a complaint regarding services at this agency.	Percentage
Yes	477	60.38%
No	313	39.62%
Total	790	100.00%
2020-2022	I know how to make a complaint regarding services at this agency.	Percentage
Yes	895	54.01%
No	762	45.99%
Total	1657	100.00%

The second question asks if respondents believe their complaints will be addressed in a reasonable manner. This measure is divided with 45% answering positively, 18% answering in the negative, 17% “neutral” and 20% “not applicable.” With the majority of respondents answering positively, TSBDE is clearly reaching the largest population of respondents outside of the “not applicable” group. However, with 35% answering negatively or neutral, we clearly need to communicate our processes to the public to better convey our role in the complaint process.

2022-2024	If I submitted a complaint, I believe it would be addressed in a reasonable manner.
Positive	44.94%
Neutral	17.85%
Negative	17.47%
Not Applicable	19.75%
2020-2022	If I submitted a complaint, I believe it would be addressed in a reasonable manner.
Positive	38.38%
Neutral	19.86%
Negative	20.76%
Not Applicable	21.00%



## **2024 REPORT ON CUSTOMER SERVICE**

Texas State Board of Dental Examiners

During the next two years, TSBDE is intent on finding ways to better inform the public about when and how to submit a complaint. The agency's website provides much of this useful information, but we recognize that we may need to broaden our reach to non-licensees so that they know to use this resource. TSBDE may also need to review the information we release about complaints and the complaint process so that we can update it with accurate wait times and key information about what to expect after submitting a complaint. Hopefully with more knowledge and outreach, TSBDE can raise the public's confidence in our ability to address complaints.

**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

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

Questions about the TSBDE’s service timeliness

18. My telephone, letter, or email inquiry was answered in a reasonable amount of time.

19. The time I waited to receive services was reasonable.

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.



**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

The questions about TSBDE’s service timeliness are weighted towards a positive response from our customers, but there are still several who see need for improvement. While we do consistently garner positive responses for these measures between 44 and 45%, our negative responses sit at 25%. Clearly, this is a polarizing issue that demands that the agency review our communication procedures and practices. Since the agency is responsible for the livelihoods of dental professionals who receive their license or certificate to practice from TSBDE, it is important for our communication to be clear and upfront about our service response times and any impediments that are in the way of someone receiving their license or resolving a complaint.

2022-2024	My telephone, letter, or e-mail inquiry was answered in a reasonable amount of time.	The time I waited to receive services was reasonable.	The time I had to wait for a concern or question to be addressed ... was reasonable.
Positive	45.32%	44.94%	43.67%
Neutral	9.62%	11.27%	11.14%
Negative	25.44%	24.30%	25.57%
2020-2022	My telephone, letter, or e-mail inquiry was answered in a reasonable amount of time.	The time I waited to receive services was reasonable.	The time I had to wait for a concern or question to be addressed ... was reasonable.
Positive	40.98%	38.26%	35.67%
Neutral	9.29%	10.50%	10.38%
Negative	28.36%	28.24%	30.60%

However, all of positive numbers in the section are up and all of our negative responses are down. It seems that the agency is headed in the right direction. Adding a second receptionist and Jabber has assisted with call routing and wait times, which might account for some of this increase. Despite this upturn, this may be where the agency needs to engage in more public education by providing more accurate wait times or an explanation of our processes that details how long certain actions or procedures are presumed to take. This way, we can set the expectation of the public with facts about how TSBDE operates and offer realistic timelines.

**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

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

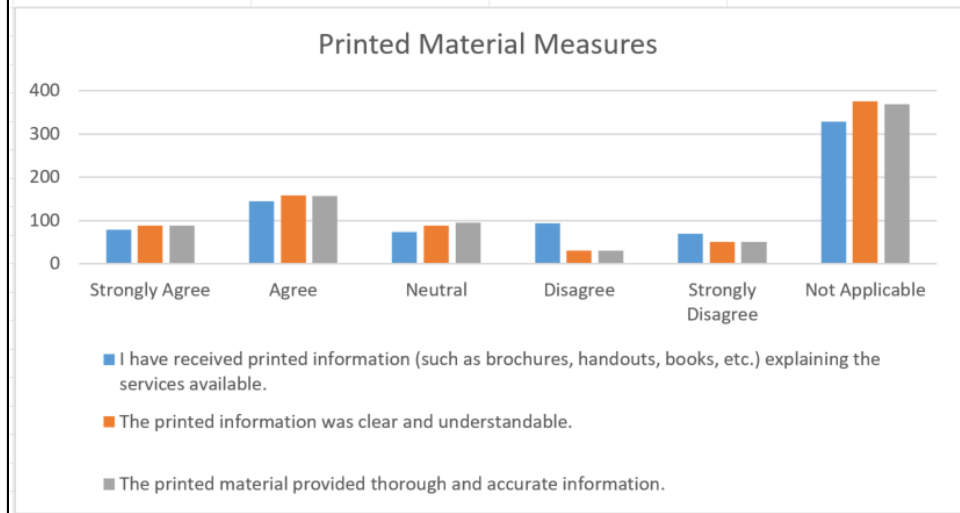
Questions about the TSBDE’s printed information

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

22. The printed information was clear and understandable.

23. Printed material provided thorough and accurate information.

	I have received printed information (such as brochures, handouts, books, etc.) explaining the services available.	The printed information was clear and understandable.	The printed material provided thorough and accurate information.
Strongly Agree	79	88	88
Agree	145	158	157
Neutral	74	88	95
Disagree	94	31	31
Strongly Disagree	70	50	50
Not Applicable	328	375	369
<b>Total</b>	<b>790</b>	<b>790</b>	<b>790</b>



	I have received printed information explaining the services available.	The printed information was clear and understandable.	The printed material provided thorough and accurate information.
Strongly Agree	10.00%	11.14%	11.14%
Agree	18.35%	20.00%	19.87%
Neutral	9.37%	11.14%	12.03%
Disagree	11.90%	3.92%	3.92%
Strongly Disagree	8.86%	6.33%	6.33%
Not Applicable	41.52%	47.47%	46.71%
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

With over 96% of respondents connected to the internet, printed information may seem outdated, but it serves a vital role in our agency’s operations. The three questions regarding this service measure seek to find more information about our printed material. Despite 41 to 47% of respondents selecting “not applicable” for all of these questions, it is necessary to analyze the answers of the remaining half in order to improve the printed services that we do send out to licensees, complainants and respondents.

2022-2024	I have received printed information explaining the services available.	The printed information was clear and understandable.	The printed material provided thorough and accurate information.
Positive	28.35%	31.14%	31.01%
Neutral	9.37%	11.14%	12.03%
Negative	20.76%	10.25%	10.25%
Not Applicable	41.52%	47.47%	46.71%
2020-2022	I have received printed information explaining the services available.	The printed information was clear and understandable.	The printed material provided thorough and accurate information.
Positive	24.50%	27.94%	27.40%
Neutral	10.44%	12.37%	12.79%
Negative	24.68%	11.53%	11.53%
Not Applicable	40.37%	48.16%	48.28%

The analysis of this measure can be broken down into the first question and the second two. The first question asks if the survey taker has “received printed information explaining the services available.” This is the most divided of the three questions, with 28% agreeing and 20% disagreeing. Since most of our information has moved online or is requested by email, few of our services use printed material for communication. However, for the processes that do, we may need to investigate the information contained on the material to see if it is sufficient or if more information needs to be added to explain the services of TSBDE and how to access them. In addition, this may be folded into a larger public information campaign so that people are aware of the services we provide and how to access them. This may bypass the need of printed material and move more negative responses into “not applicable.”

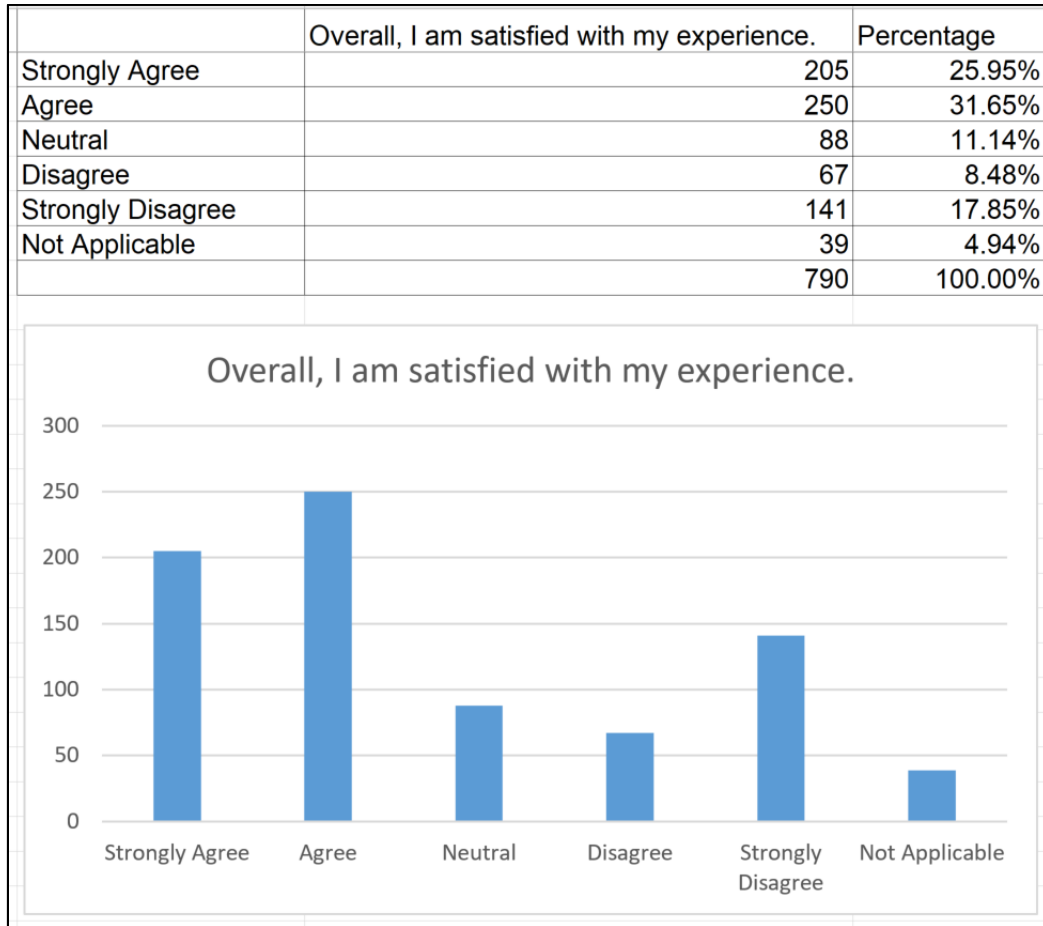
For the questions regarding whether or not the printed material that TSBDE provides is “clear and understandable” and is “thorough and accurate information,” the answers lean mostly positive. With 31% of respondents answering positively and only 10% answering negatively, it seems that the printed information that we are sending to individuals does hit the mark in nearly 1 of 3 respondents. However, this does mean there is room for improvement. Since the bulk of the printed material we send out are reminders about license renewal or updates about complaints, the agency needs to be aware of how sensitive this material is to people whose livelihood is affected by our actions. A re-examination of these printed materials may be in order to ascertain if more information can be added to ensure the licensee or member of the public understands exactly what TSBDE can do for them.

**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

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

Questions about overall satisfaction with TSBDE

24. Overall, I am satisfied with my experience.



The overall satisfaction of survey takers displayed helpful information about our processes since it showed that 58% of respondents “agreed” or “strongly agreed” that they were satisfied with the performance of the agency as a whole. Unfortunately, like many of our categories, there is a significant portion of people, at 26%, who “disagreed” or “strongly disagreed” with the question. The agency appears to be meeting the majority of respondents’ needs, but we still have areas upon which we need to focus.

This is not out of the ordinary, since surveys are typically taken by people who are passionate about a topic. Consequently, it is expected to find both high praise and frustration. It is essential to review what the agency did right and wrong over the past two years in order to make the next two years even better. Suggestions for improvement have already been seeded in this report. Reviewing our communication methods and models is high on that list. Many of the services and actions the agency

**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

takes do move slowly through courts and the mail, but TSBDE can be more upfront about wait times and response times to set the correct expectations

However, like many categories of this survey, there is clear improvement from the 2020-2022 biennium to the 2022-2024. We can see a nearly 10% increase in positive responses and nearly a 5% drop in negative responses. It seems that we swayed some of the “neutral” responders to a more positive experience with the agency. This seems a strong indication that the agency is researching and selecting the right priorities for our agency and our customers. While it is important to recognize our successes, nearly one in four survey-takers stated dissatisfaction with their experience with the agency. The categories with the lowest figures can account for some of this, namely: the complaints process and service timeliness. The agency recognizes that some of this dissatisfaction can be mitigated by better communication. While our staff are experts in their fields, it is important that we share this information, set realistic expectations for our services, and ensure that our licensees and the public are satisfied and informed.

2022-2024	Overall, I am satisfied with my experience.
Positive	57.59%
Neutral	11.14%
Negative	26.33%
2020-2022	Overall, I am satisfied with my experience.
Positive	47.44%
Neutral	15.33%
Negative	31.02%

One of the easiest ways to see where the agency needs improvement is by reviewing the suggestions of the survey takers themselves. Everyone who took the survey had an opportunity to provide a free-form answer to how TSBDE could improve its services. Generally, the answers fell into the following categories:

- Happy with current services.
- Difficulty connecting with a staff member via phone or email. Many suggested hiring more staff to respond to queries.
- Displeasure with the licensing process and length of time for licenses/registrations to be issued.
- Displeasure with the result of their complaint, the complaint process and the turnaround time.



**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

## Customer Service Standards

### Outcome Measures

- Percentage of surveyed customer respondents expressing overall satisfaction with services received (Percentage of people who selected “agree” or “strongly agree” to the question, “Overall, I am satisfied with my experience.”)  
2022 – 2024: 57.59%  
2020 – 2022: 47.44%

### Output Measures

- Total Customers Surveyed:  
2022 – 2024: 790  
2020 – 2022: 1,657  
The survey is available to all customers via the TSBDE’s website, newsletter, Facebook postings, Twitter postings and in the email signatures of our staff.
- Response Rate:  
Google Forms does not provide us the information about incomplete forms. The survey cannot be submitted without all of the required questions being answered. The option for “not applicable” is available on all questions to allow the survey taker the option to skip questions.
- Total Customers Served:  
TSBDE serves all dental patients in the state of Texas with 80,802 licenses, registrations and certificates currently issued to dental professionals. In addition, between April 16, 2022 and March 17, 2024 the agency received 2,078 complaints and resolved 1,691.

### Efficiency Measures

- Cost per Customer Surveyed:  
TSBDE uses Google Forms, an online survey website which is included in the Google Suite at no additional expense to the agency. 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 and the public in the state of Texas. In addition, TSBDE has 80,802 licenses, registrations and certificates currently issued to dental professionals. Lastly, between April 16, 2022 and March 17, 2024 the agency received 2,078 complaints and resolved 1,691.
- Total Customer Groups Inventoried:  
6 customer groups: Licensees; Applicants; Complainants and parties related to a complaint; Respondents and parties related to a complaint, General Public, Other

**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

## Survey Summary

TSBDE is proud to see an almost universal improvement in all fields over the past biennium. This shows that the agency's priorities on licensing and permitting and agency efficiency are showing returns. In addition, this survey seems to indicate that the agency has settled into the George H.W. Bush Building with little interruption in customer service. The agency's move to Jabber and a new website over the past four years has shown a steady uptick in customer satisfaction with our communications, over the phone and virtually.

The agency also plans to discuss and find ideas for ways to reach all of our customers. This is especially true in information and confidence in the agency's complaints process, where some of our lowest customer satisfaction numbers can be found. However, this may be a bigger conversation in the agency to decide how to reach out to not only our licensing population but also the public at large.

TSBDE is also aware that the 2022-2024 biennium had fewer survey-takers than the 2020-2022 biennium. The agency knows of the importance of getting useful data from this survey, which includes maximizing the number of survey-takers to get the broadest and most statistically accurate response. This could be dovetailed into an effort to reach out to the greater public.

As the agency uses this survey to improve our customer service, outreach, and engagement; it is important to reflect on the agency's mission: to protect the public health and safety and promote high quality and safe dental care by providing enforcement, licensing, peer assistance, and related information services to licensees and their patients.

## Appendix

### Customer Service Survey Sample Questionnaire

---

#### 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.

---

#### 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

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

- Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

---

**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

---

**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

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

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

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

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree    Not Applicable

---

**Internet Sites**

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

Yes    No    Other

**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

---

**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

**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

---

**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

---

**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

**2024 REPORT ON CUSTOMER SERVICE**  
Texas State Board of Dental Examiners

**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

---

**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.**

---

---

---

---

**Thank you for your feedback!**