

# Customer Satisfaction Measure vs. Initial Outcome Measure

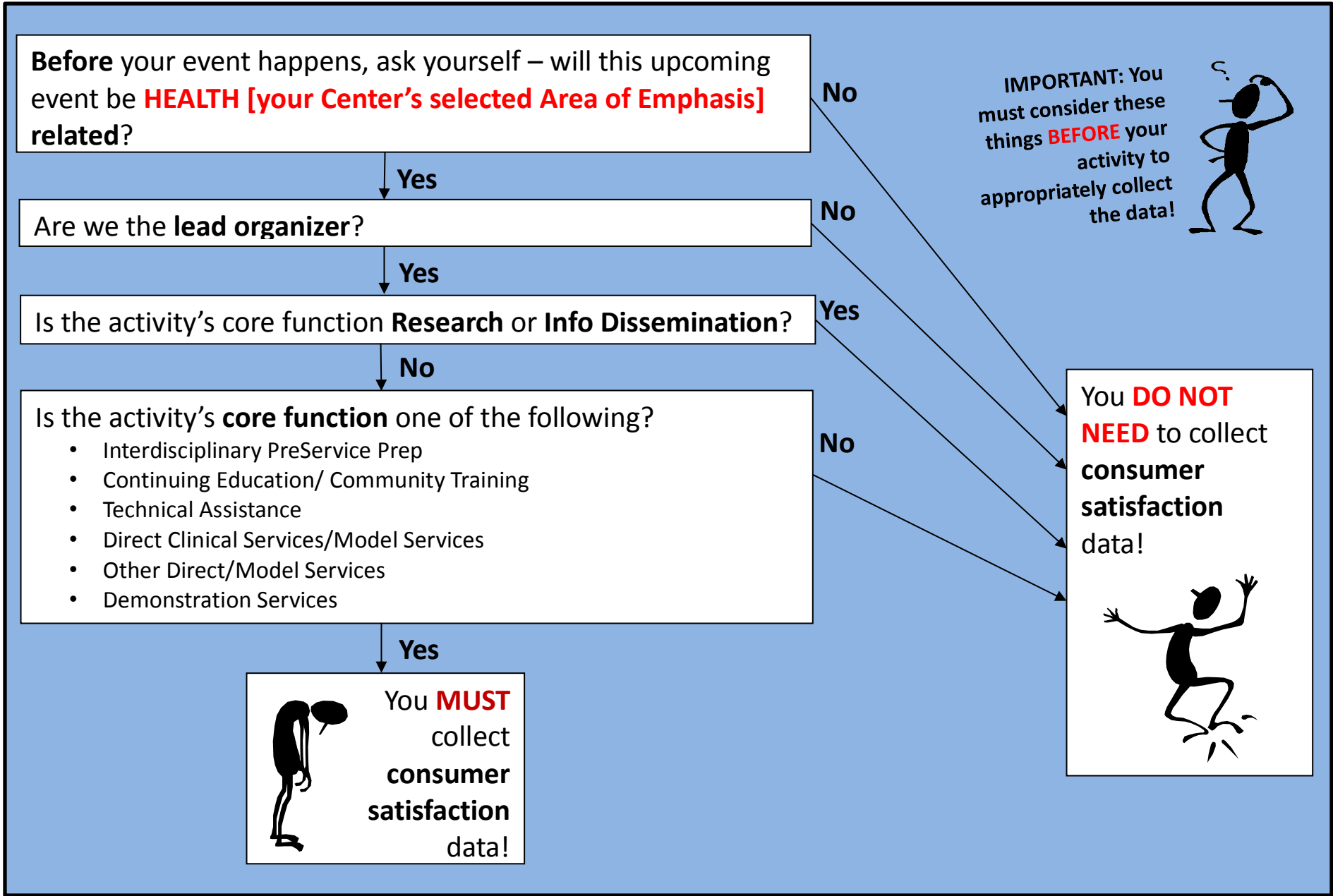
These two measures are both similar, yet different, which creates confusion in terms of collecting data. Below is a side-by-side comparison, to help understand when to collect each measure.

Customer Satisfaction Measure	Initial Outcome Measure
<b>Purpose</b>	
The Customer Satisfaction Measure assesses participants' satisfaction with the activity they participated in. It is different from the Initial Outcome Measure in that the Customer Satisfaction Measure does not capture if the activity effected participants' knowledge, skills, etc.	The Initial Outcome Measure assesses the initial positive changes in participants' knowledge, attitudes, and/or skills; health and/or well-being; and/or service delivery method(s). It is different from the Customer Satisfaction Measure in that participants' satisfaction with the activity is not relevant.
<b>Method of data collection</b>	
<ul style="list-style-type: none"> <li>Survey</li> </ul>	<ul style="list-style-type: none"> <li>Survey</li> </ul>
<b>Criteria for data collection</b>	
1. if your Center was the lead on the Activity	<ul style="list-style-type: none"> <li>it depends on the core function (i.e., not collected for continuing education or information dissemination)</li> </ul>
2. if the Activity's Area of Emphasis is your Center's selected Area of Emphasis for reporting	
3. it depends on the core function (i.e., not collected for research)	
<b>Core function criteria and questions</b>	
<b>Interdisciplinary Pre-Service Preparation (Training Trainees)</b>	
<ul style="list-style-type: none"> <li>required only for Activities that meet criteria 1. and 2. above</li> </ul>	<ul style="list-style-type: none"> <li>required for all Activities</li> </ul>
<p><u>Survey question:</u> I am satisfied with the knowledge and skills gained from the training. (select one)</p> <ul style="list-style-type: none"> <li>Strongly agree (4)</li> <li>Agree (3)</li> <li>Disagree (2)</li> <li>Strongly disagree (1)</li> </ul>	<p><u>Survey question:</u> As a result of this training, my knowledge of ...(insert training topic) has increased. (select one)</p> <ul style="list-style-type: none"> <li>Strongly agree (4)</li> <li>Agree (3)</li> <li>Disagree (2)</li> <li>Strongly disagree (1)</li> </ul>
<b>Continuing Education/Community Training</b>	
<ul style="list-style-type: none"> <li>required only for Activities that meet criteria 1. and 2. above</li> </ul>	required only when the core function is <u>Community Training</u> , and only for Activities that are <u>regular, on-going trainings</u> , defined as: 1) conducted with a cohort of participants over a series of sessions AND/OR 2) one-time trainings that reoccur with regular frequency

Customer Satisfaction Measure	Initial Outcome Measure
<p><u>Survey question:</u> I am satisfied with the training and/or technical assistance received. (select one)</p> <ul style="list-style-type: none"> <li>○ Strongly agree (4)</li> <li>○ Agree (3)</li> <li>○ Disagree (2)</li> <li>○ Strongly disagree (1)</li> </ul>	<p><u>Survey question:</u> As a result of this training, my knowledge of ... (area of emphasis or training topic in area of emphasis) increased. (select one)</p> <ul style="list-style-type: none"> <li>○ Strongly agree (4)</li> <li>○ Agree (3)</li> <li>○ Disagree (2)</li> <li>○ Strongly disagree (1)</li> </ul>
<b>Technical Assistance</b>	
<ul style="list-style-type: none"> <li>• required only for Activities that meet criteria 1. and 2. above</li> </ul>	<ul style="list-style-type: none"> <li>• required only for Activities conducted for TA recipients with whom the UCEDD has a sustained relationship. <u>A sustained relationship</u> is defined as on-going frequent, with more than 3 contacts per year</li> </ul>
<p><u>Survey question:</u> I am satisfied with the training and/or technical assistance received. (select one)</p> <ul style="list-style-type: none"> <li>○ Strongly agree (4)</li> <li>○ Agree (3)</li> <li>○ Disagree (2)</li> <li>○ Strongly disagree (1)</li> </ul>	<p><u>Survey question</u> – only one of the questions below (as applicable) is to be asked of participants:</p> <p>This technical assistance has enhanced the services I provide. (select one)</p> <ul style="list-style-type: none"> <li>○ Strongly agree (4)</li> <li>○ Agree (3)</li> <li>○ Disagree (2)</li> <li>○ Strongly disagree (1)</li> </ul> <p>This technical assistance has strengthened networking of public and private entities across communities I am engaged with. (select one)</p> <ul style="list-style-type: none"> <li>○ Strongly agree (4)</li> <li>○ Agree (3)</li> <li>○ Disagree (2)</li> <li>○ Strongly disagree (1)</li> </ul> <p>This technical assistance has increased awareness of evidence-based practices. (select one)</p> <ul style="list-style-type: none"> <li>○ Strongly agree (4)</li> <li>○ Agree (3)</li> <li>○ Disagree (2)</li> <li>○ Strongly disagree (1)</li> </ul> <p>This technical assistance has enhanced my capacity to assess current practices in relation to evidenced-based approaches. (select one)</p>

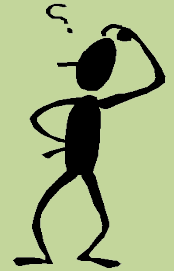
Customer Satisfaction Measure	Initial Outcome Measure
	<ul style="list-style-type: none"> <li>○ Strongly agree (4)</li> <li>○ Agree (3)</li> <li>○ Disagree (2)</li> <li>○ Strongly disagree (1)</li> </ul> <p>This technical assistance has helped me identify changes needed within the ... (areas of emphasis). (select one)</p> <ul style="list-style-type: none"> <li>○ Strongly agree (4)</li> <li>○ Agree (3)</li> <li>○ Disagree (2)</li> <li>○ Strongly disagree (1)</li> </ul>
<b>Direct Clinical Services/Model Services</b>	
<ul style="list-style-type: none"> <li>● required only for Activities that meet criteria 1. and 2. above</li> </ul>	<ul style="list-style-type: none"> <li>● required for all Activities</li> </ul>
<p><u>Survey question:</u> I am satisfied with the services received. (select one)</p> <ul style="list-style-type: none"> <li>● Strongly agree (4)</li> <li>● Agree (3)</li> <li>● Disagree (2)</li> <li>● Strongly disagree (1)</li> </ul>	<ul style="list-style-type: none"> <li>● no question to be asked; data collected under <u>Number of individuals served</u></li> </ul>
<b>Other Direct Services/Model Services</b>	
<ul style="list-style-type: none"> <li>● required only for Activities that meet criteria 1. and 2. above</li> </ul>	<ul style="list-style-type: none"> <li>● required for all Activities</li> </ul>
<p><u>Survey question:</u> I am satisfied with the services received. (select one)</p> <ul style="list-style-type: none"> <li>● Strongly agree (4)</li> <li>● Agree (3)</li> <li>● Disagree (2)</li> <li>● Strongly disagree (1)</li> </ul>	<ul style="list-style-type: none"> <li>● no question to be asked; data collected under <u>Number of individuals served</u></li> </ul>
<b>Demonstration Services</b>	
<ul style="list-style-type: none"> <li>● required only for Activities that meet criteria 1. and 2. above</li> </ul>	<ul style="list-style-type: none"> <li>● required for all Activities; to be completed directly in the Annual Report</li> </ul>
<p><u>Survey question:</u> I am satisfied with the services received. (select one)</p> <ul style="list-style-type: none"> <li>○ Strongly agree (4)</li> <li>○ Agree (3)</li> <li>○ Disagree (2)</li> <li>○ Strongly disagree (1)</li> </ul>	<p><u>Question:</u> Has UCEDD and/or partnering agency adopted findings from field test to make at least one modification to the UCEDD services being field tested?</p>

Customer Satisfaction Measure	Initial Outcome Measure
<b>Research</b>	
<ul style="list-style-type: none"> <li>not applicable; not to be collected</li> </ul>	<ul style="list-style-type: none"> <li>required for all Activities; to be completed directly in the Annual Report</li> </ul>
	<p><u>Question:</u> Has the UCEDD adopted research findings by modifying activities in the other Core Functions?</p>
<b>Information Dissemination</b>	
<ul style="list-style-type: none"> <li>UCEDDs will measure consumer satisfaction on the information available on the UCEDD's main website. At least 50 people must be surveyed.</li> </ul>	<ul style="list-style-type: none"> <li>not applicable; not to be collected</li> </ul>
<p><u>Survey question:</u> How satisfied are you with the information on the website? (select one)</p> <ul style="list-style-type: none"> <li>Very satisfied (4)</li> <li>Satisfied (3)</li> <li>Somewhat satisfied (2)</li> <li>Not at all satisfied (1)</li> </ul>	



Courtesy of Susie Mack, ND UCEDD

**IMPORTANT:** You must consider these things **BEFORE** your activity to appropriately collect the data!



**Before** your activity happens, ask yourself – **WHICH** core function will apply to your upcoming activity?

If your **core function** choice is ...

- Interdisciplinary Pre-Service Training,
- Community Training with a frequency rate of regular, on-going trainings only meaning
  - 1) cohort of participants over a series of sessions or
  - 2) one-time trainings that reoccur with regular frequency)
- Technical Assistance for sustained UCEDD relationships defined as on-going frequent with more than 3 contacts per year

Yes

A black stick figure standing with its hand on its head, looking thoughtful, with a question mark above its head.

You **MUST** collect **initial outcome measures** data!

If your **core function** choice is ...

- Continuing Education
- Direct Clinical Services
- Other Direct Services
- Demonstration Services
- Research
- Information Dissemination

No

You **DO NOT** **NEED** to collect **Initial outcome measures** data!

