

COUNTY OF YORK

MEMORANDUM

DATE: May 2, 2024

TO: York County Board of Supervisors

FROM: Mark L. Bellamy, Jr., County Administrator 

SUBJECT: Customer Service Monitoring System

The Public Affairs Office recently updated its Customer Service Monitoring System by performing a survey via QR Codes on business cards, updating links on the County's various electronic platforms, and website. The survey posed numerous questions, included in the attached memo, which related to citizens' satisfaction with the County's and individual employee's customer service.

Our customer service initiative continues so that we may continue to learn how to better serve our citizens.

Diggs/3316

Attachment:

- Customer Service Monitoring System Memorandum and Report

COUNTY OF YORK

MEMORANDUM

DATE: April 16, 2024

TO: Mark L. Bellamy, Jr., County Administrator
Brian P. Fuller, Deputy County Administrator

FROM: Heather L. Schott, Assistant to the County Administrator

SUBJECT: Customer Service Monitoring System

HLSS

In February, our Public Affairs staff was tasked with updating the Customer Service Monitoring System utilized for several years in the County. QR Codes on business cards were created, printed, and distributed to County departments. Staff also updated the link on the various electronic platforms, including the website, Facebook, and Instagram. The survey solicits more information about the actual interaction with the staff person versus four questions that may not capture the true nature of the visit.

The questions that were asked in the new survey included the following:

- What was the nature of your visit or contact with the County?
- The method of the contact? (Using the County website, Interacting with a County Staff Member, In Person, Phone, and Staff Interaction)
- Which Office/Department did they contact?
- Employee name (optional)
- How would you rate your experience with the County?
- Was the Staff courteous and helpful?
- Did we listen attentively to your request?
- Were you quickly referred to the right person or office to handle your request?
- Did we thoroughly answer your questions?
- Did we volunteer information on related questions you didn't know to ask?
- Was the service or information provided in a timely manner?
- Did we offer other suggestions or alternatives to assist you?
- Did we give you our undivided attention while assisting you?

- Did we follow up with you when necessary?

We received 91 responses, with 18 negative responses. When the surveys were studied, the data showed they were related to the real estate assessments that were mailed out in the County. I did contact Maria Kattmann regarding the number of calls their office had received, beginning with when the tax bills were mailed. She stated the office had received 518 total calls from when the notices were initially mailed out. This data reveals that despite receiving 18 negative comments, over 96 percent of interactions with their office have been positive.

A further breakout of data showed:

- 11 survey takers provided no additional information with no contact information for follow-up.
- 1 survey taker had a concern with the arrangement of information on the County website.
- 4 survey takers had concerns with the Avenity system.
- 1 survey taker had concerns with archeological historic area.
- 1 survey taker could not find tax data.

Even if a specific Division or Department receives a poor rating, the Department will still be contacted to follow up with the employee, investigate the interaction, and follow up with the citizen if the contact information was provided.

While this initiative has just begun again, we feel that over the coming months, as staff and the public become more accustomed to this method of evaluating the County, a better representation of results may be captured. A summary of the surveys is attached for your review. We will continue to submit these results to you quarterly, as was the long-standing practice previously.

Attachment:

- Customer Service Survey Results - February 7, 2024-April 10, 2024

Negative - Real Estate Assessment

Feb 15 - April 14, 2024

Overall Experience with the County	Would you like County staff to contact you regarding your response?	Comments	
Average	No		
Average	No	Why am I filling out this form when I was working on line? I did not call or walk in.	
Average	No		
Average	No		
Average	No		
Average	Yes	It is very difficult to find 2023 real estate statement. The system in place is like a maze.	Jean Bridge, hapeve10@gmail.com, (757) 329-6027
Poor	Yes	I need my total real estate tax paid for 2023. I tried to go into the sight but was told I was locked out. I called back and the lady told me to send an email to PublicInquiry@yorkcounty.gov and gave me a password YorkCotax3s, but I did not see a place for a password on an email. Why is everything so difficult when dealing with York County? Everyone doesn't know how to use the computer like an expert.	Wilma Bennett, kay@kaybennett.net, (757) 303-9685
Poor	No	Third toime this has popped up, can't get to tax data	
Poor	Yes	Very little understanding of farmingRefusal to defer or reduce taxes on archeological historic area or reverse it even though staff would not tell me of historic area. After 3 years of trying to get land use and being given the guide lines by staff and VCU staff on land use, and VSU staff.	Roy Ryman, (703) 609-6111
Average	No		
Poor	Yes	I could not find my real estate assessment tax bill on the York County website. The Office of Real Estate Assessments letter does not have the new and current account numbers. The new portal is very unfriendly. It needs a single sign on to access all tax accounts associated with a person.	Michael Howard, Howardmt329@icloud.com, (757) 329-7496
Poor	No		
Poor	No	You cannot find anything easily on your website - useless. End up having to call county employee for assistance.	
Poor	No		
Average	No		

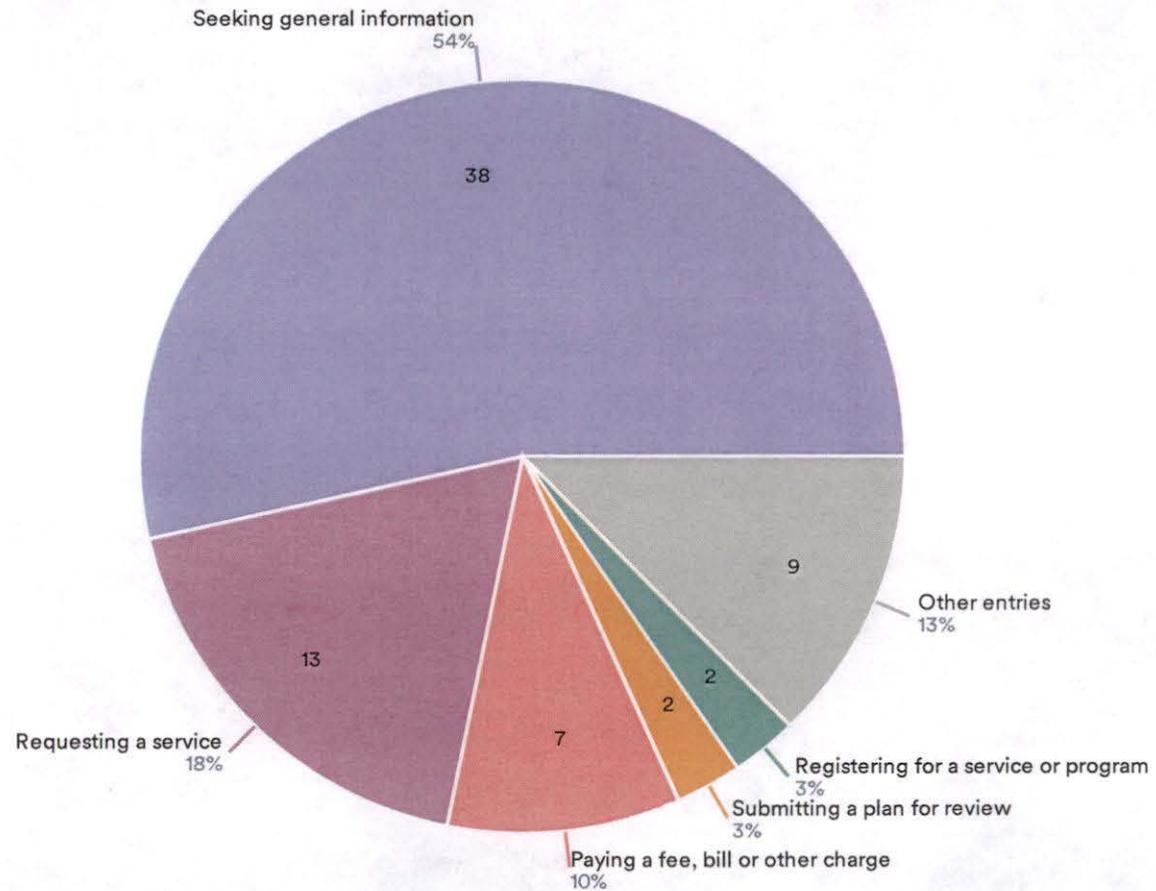
Customer Service Survey

February 7, 2024 – April 10, 2024

Customer Service Survey

What was the nature of your visit or contact with the county?

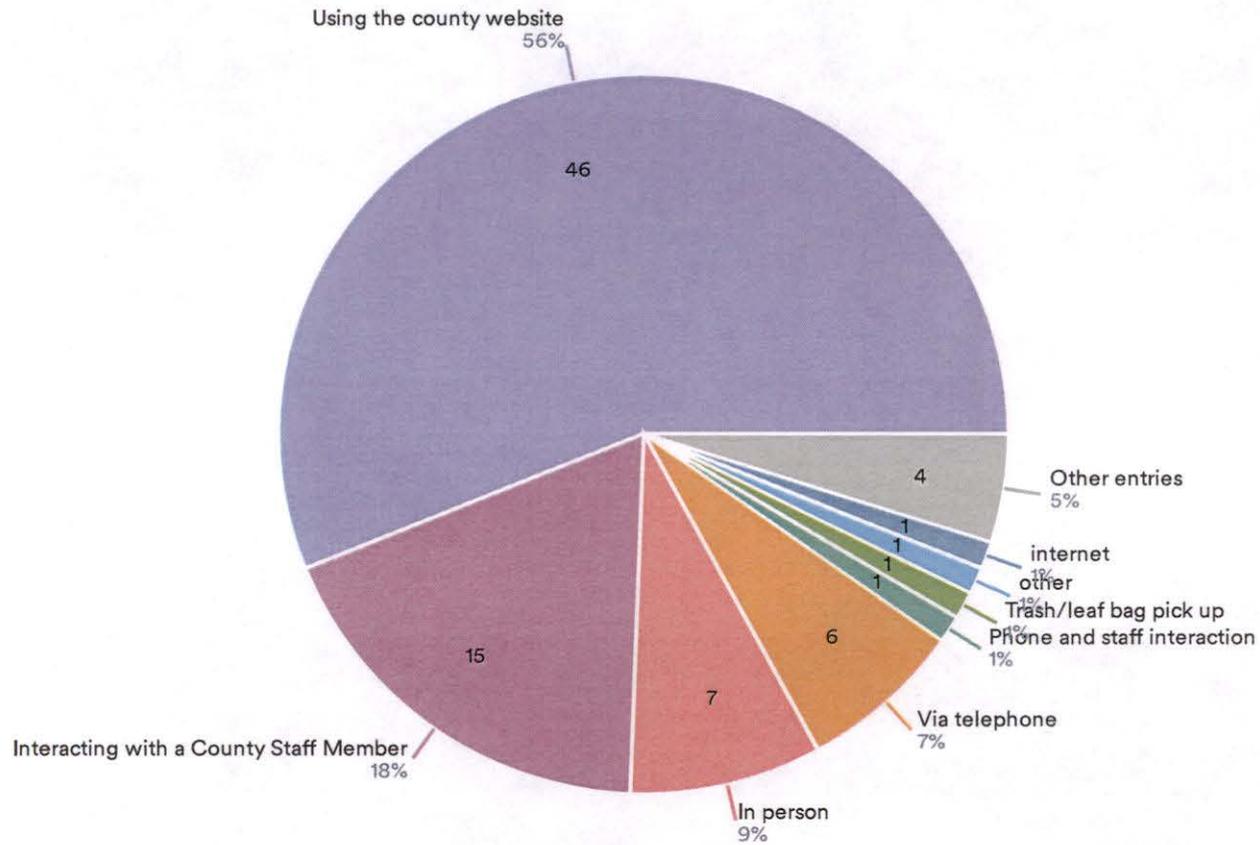
71 Responses- 20 Empty



Customer Service Survey

Was your contact:

82 Responses- 9 Empty

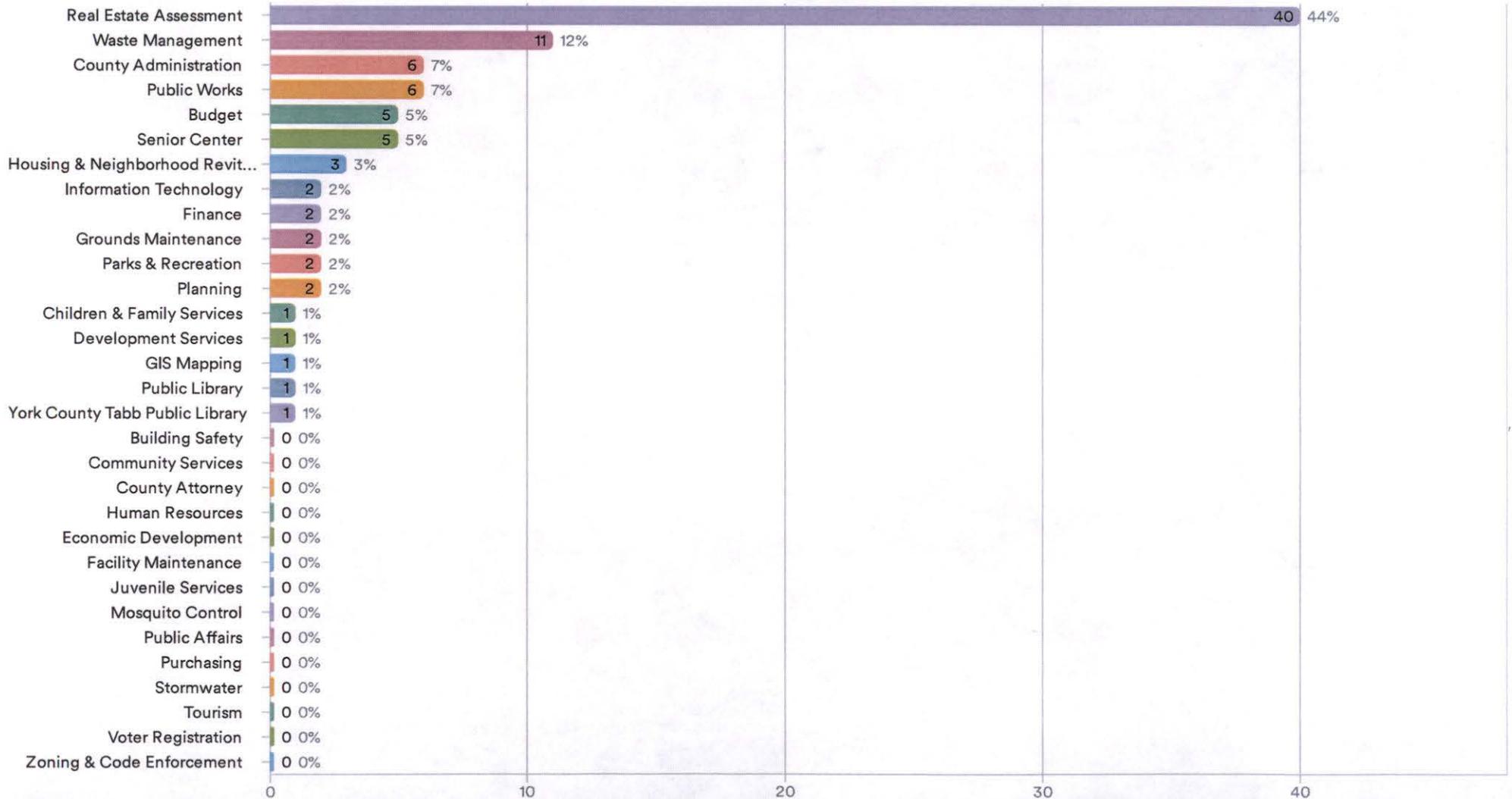


● Using the county website ● Interacting with a County Staff Member ● In person ● Via telephone ● Phone and staff interaction ● Trash/leaf bag pick up ● other ● internet ● Other entries

Customer Service Survey

Which office/department did you contact?

91 Responses



Customer Service Survey

Employee Name

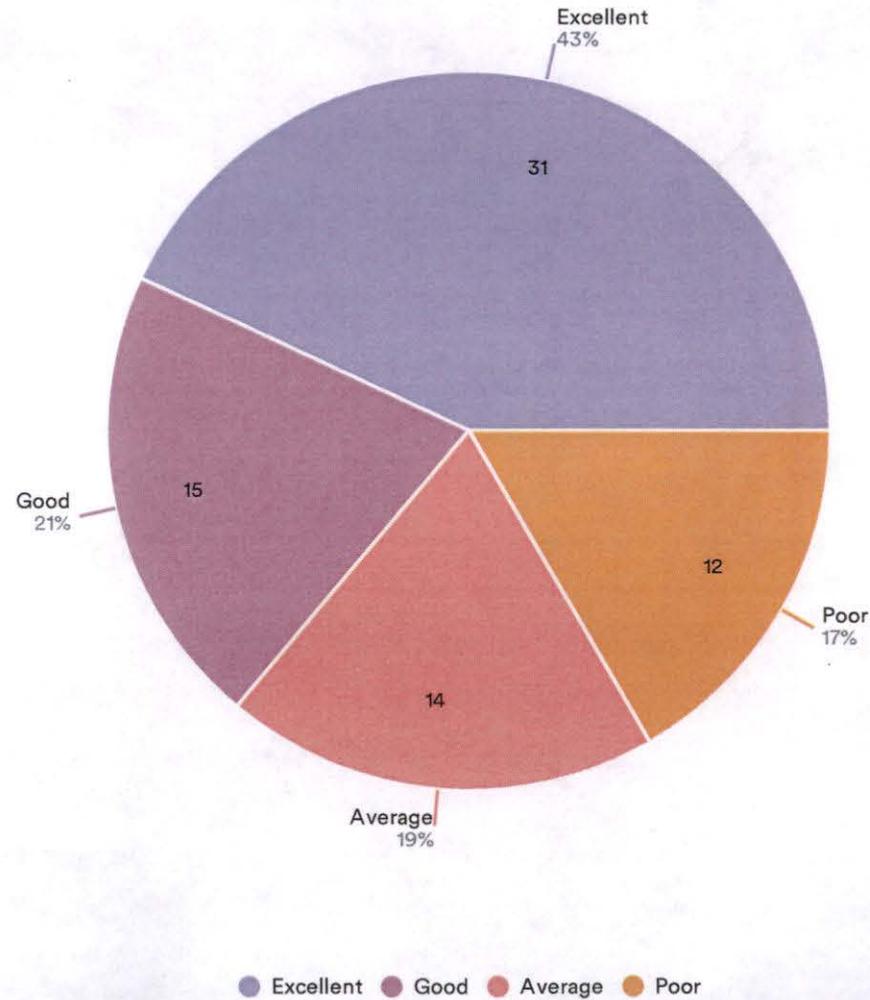
33 Responses- 58 Empty

Data
Joe Woody
Unknown
N/a
Brad
All
n/a
I saw no name tag.
Alex McKeen, Larry R, Jon Mangum
Other entries

Customer Service Survey

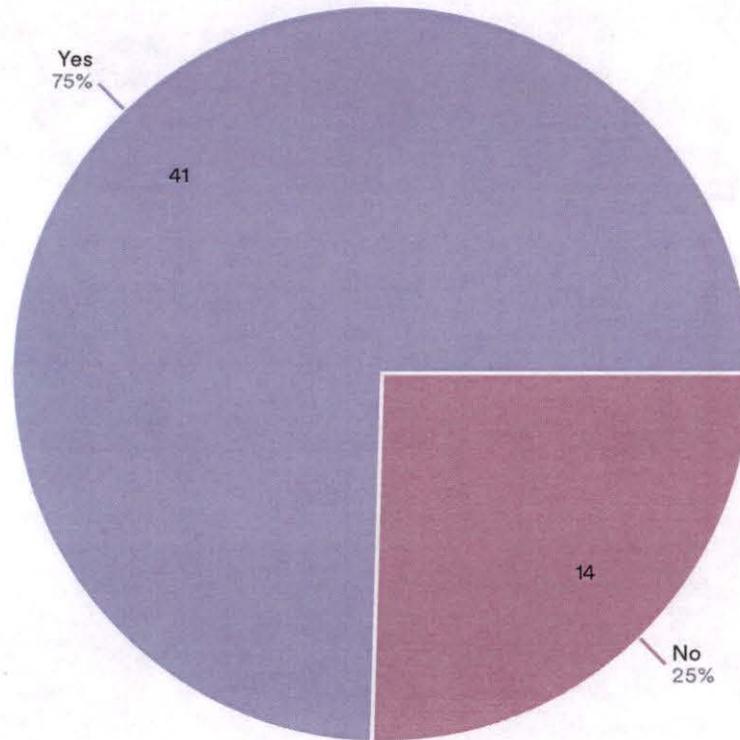
How would you rate your overall experience with the county?

72 Responses- 19 Empty



Was staff courteous and helpful?

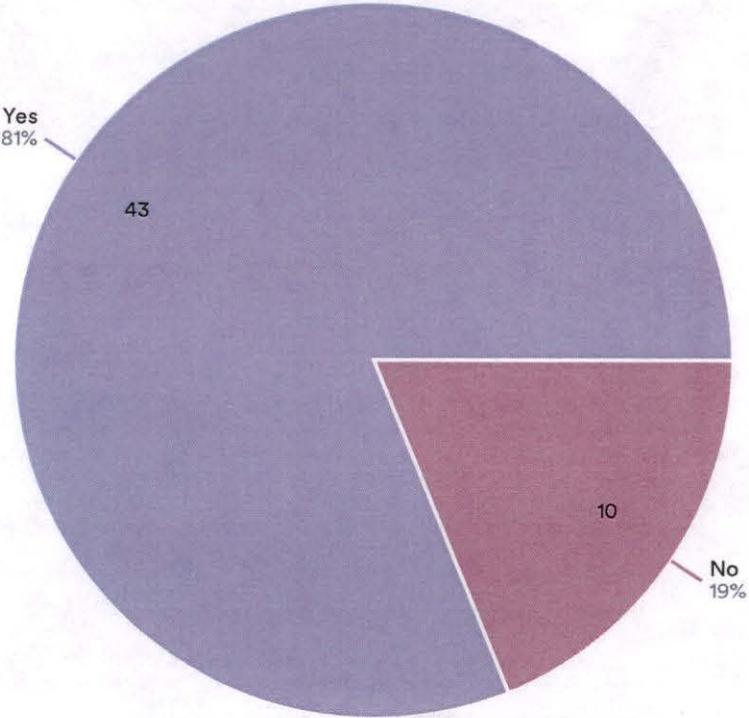
55 Responses- 36 Empty



● Yes ● No

Did we listen attentively to your request?

53 Responses- 38 Empty

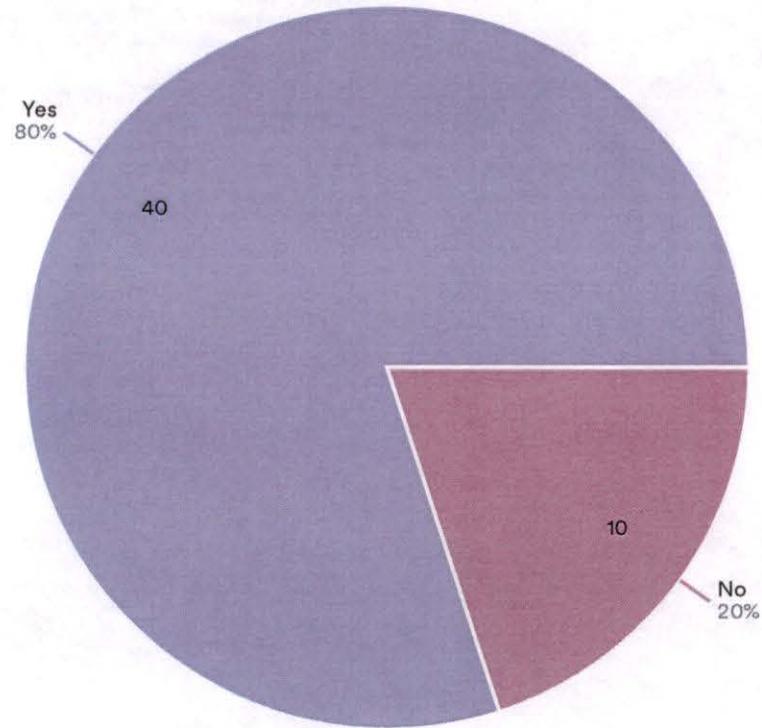


● Yes ● No

Customer Service Survey

Were you quickly referred to the right person or office to handle your request?

50 Responses- 41 Empty

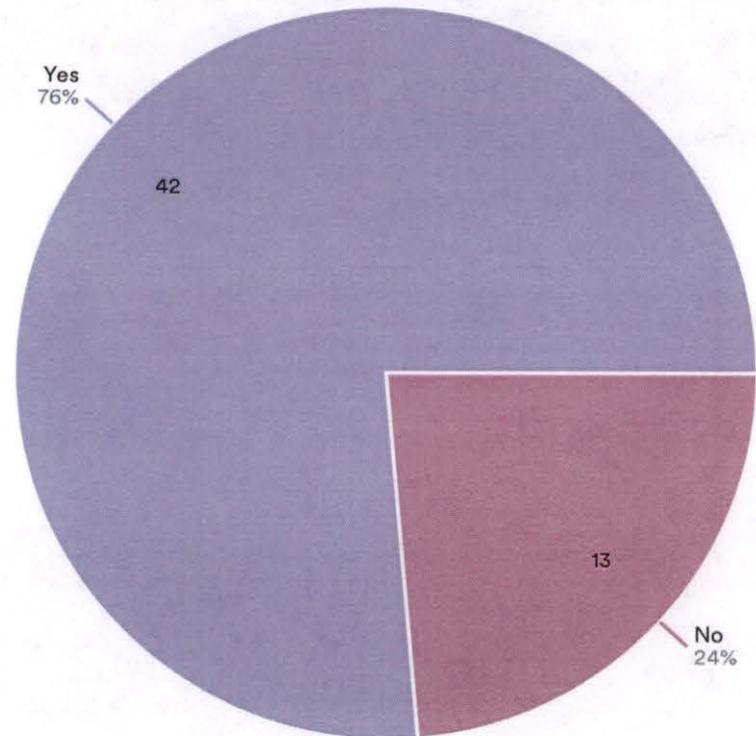


● Yes ● No

Customer Service Survey

Did we thoroughly answer your questions?

55 Responses- 36 Empty

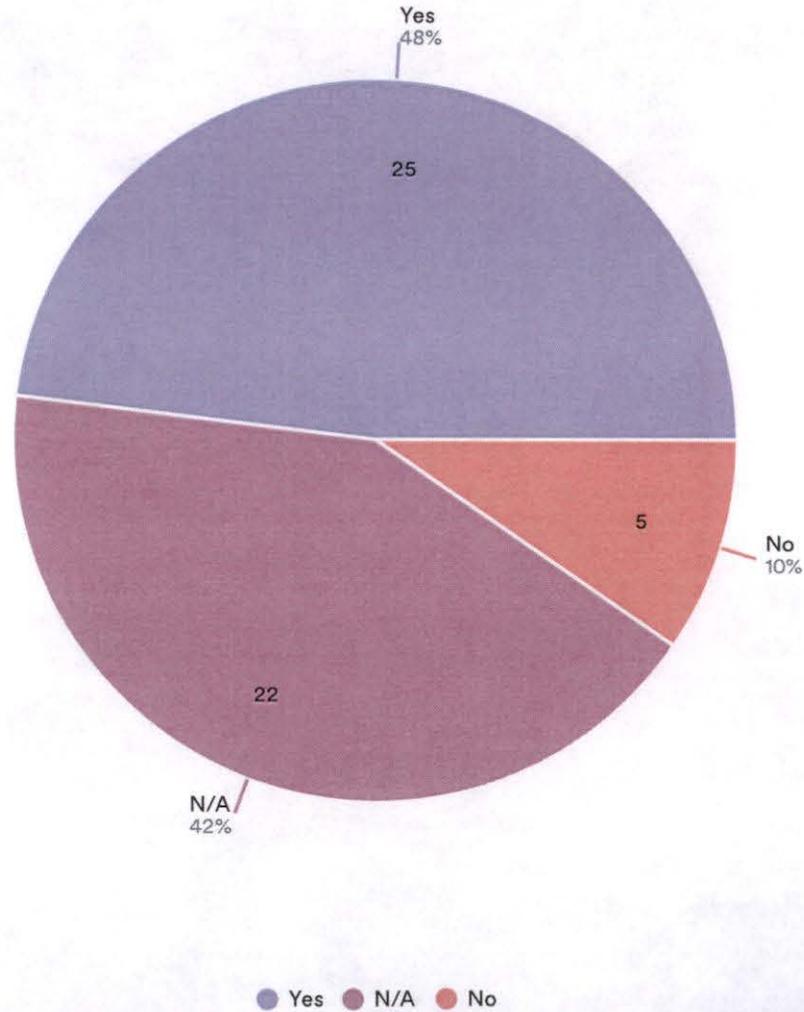


● Yes ● No

Customer Service Survey

Did we volunteer information on related questions you didn't know to ask?

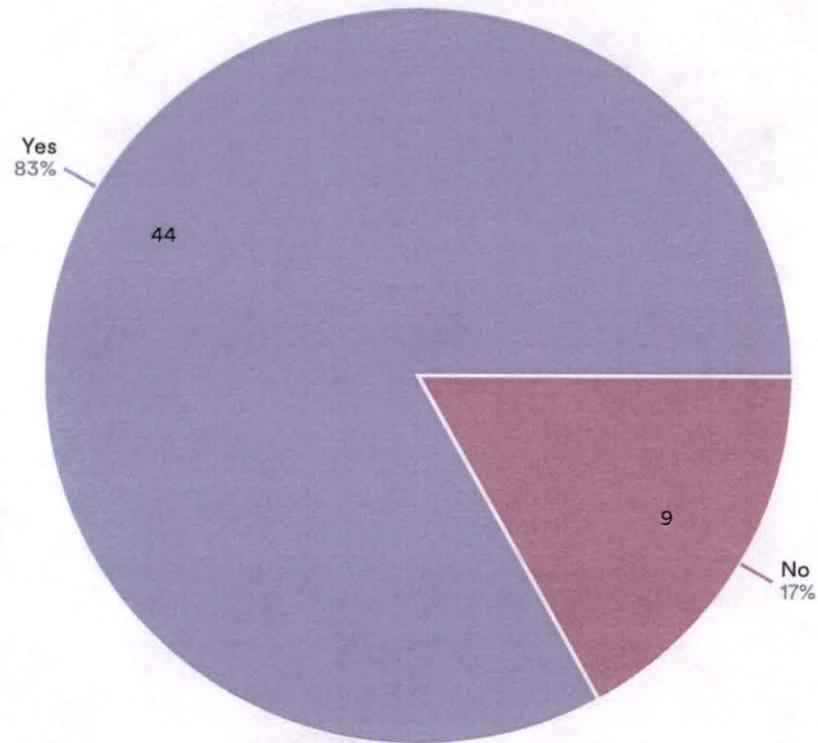
52 Responses- 39 Empty



Customer Service Survey

Was the service or information provided in a timely manner?

53 Responses- 38 Empty

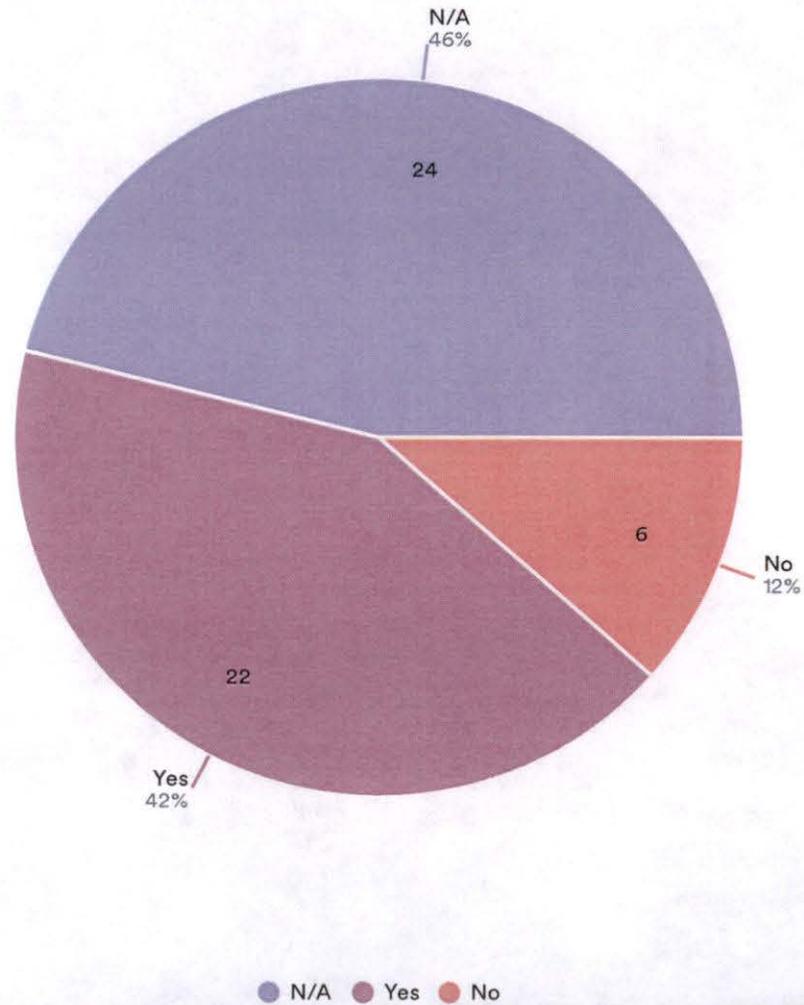


● Yes ● No

Customer Service Survey

Did we offer other suggestions or alternatives to assist you?

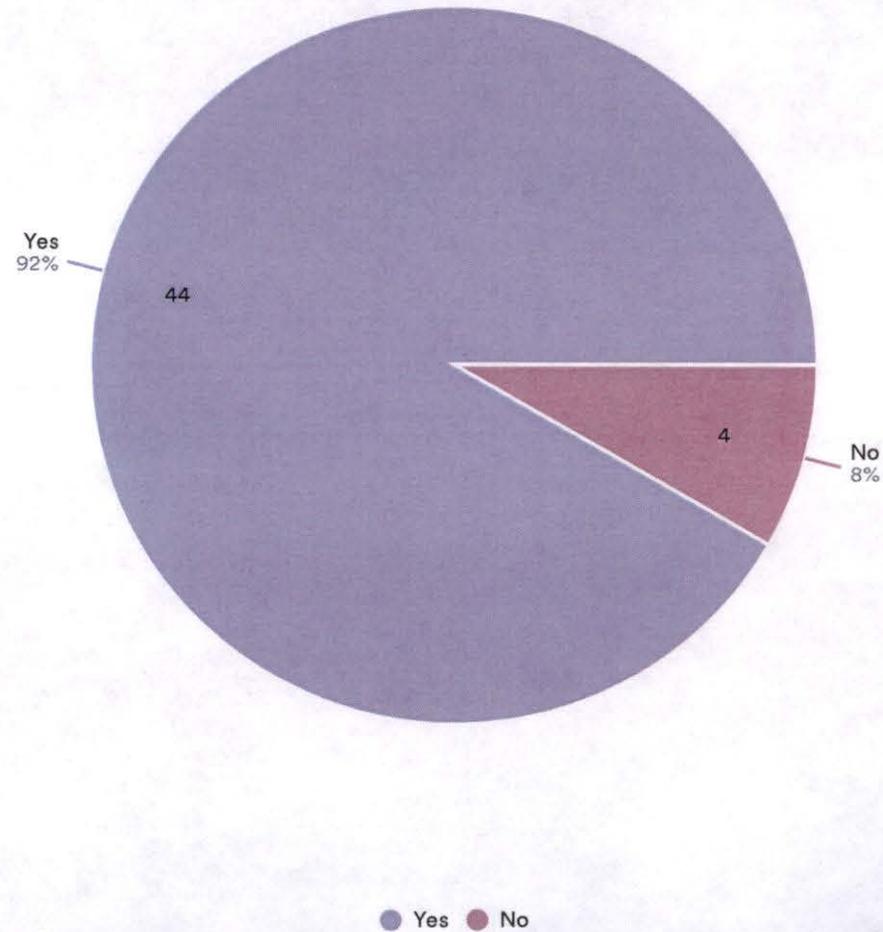
52 Responses- 39 Empty



Customer Service Survey

Did we give you our undivided attention while assisting you?

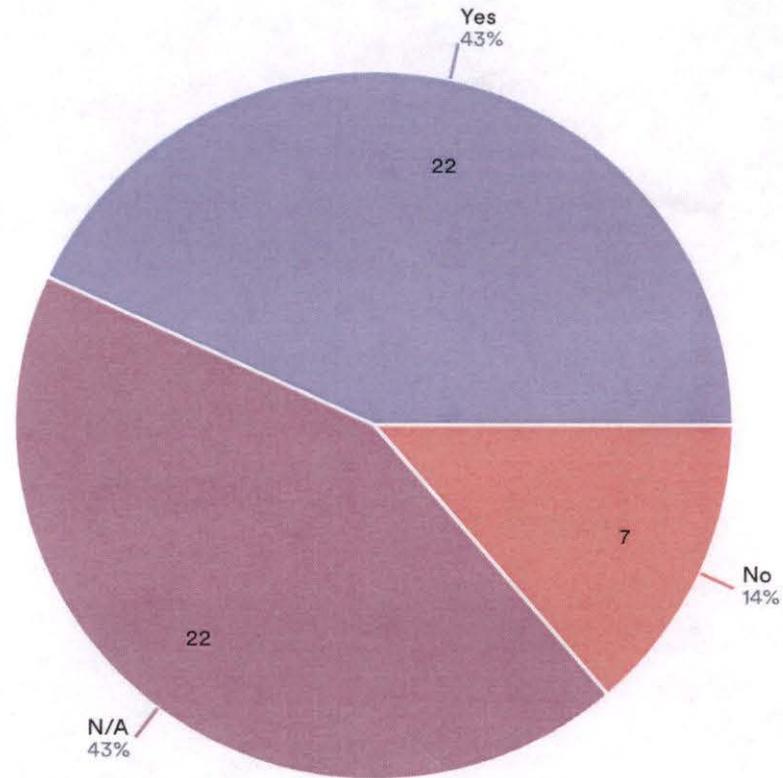
48 Responses- 43 Empty



Customer Service Survey

Did we follow up with you when necessary?

51 Responses- 40 Empty



● Yes ● N/A ● No